ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

School of Arts, Humanities, and Cultural Heritage

Laurea (First cycle degree/ Bachelor - 180 ECTS) in Communication Sciences A.Y. 2013/2014

Programme Director Prof. Giovanna Cosenza

INDICE

WHAT IS THE STUDY PROGRAMME REPORT?

What is the Study Programme Report?
The Study Programme Report provides updated information which is important for the purposes of Quality Assurance and is published annually by the University of Bologna.
The main aspects of the teaching programme are described in detail, with a view to assuring the principle of transparency and promoting self-assessment and continuous improvement processes.
The document provides a concrete overview of the features and results of the Study Programme for students, families, employers and so on.
For example, regarding the current issue of employment, it describes the learning outcomes and career opportunities; it also includes statistics on the percentage of employed graduates (D.4. Employment situation).
The document is organised into five sections and a glossary:

A. Presentation and prospects
Key information on the Study Programme, including the expected learning outcomes, career opportunities and further studies.

B. Teaching and Learning
The updated course structure diagram with the full titles and listings of the course units and the latest published lecture timetable.

C. Resources and services
The list of teaching staff and their relative curricula, the offices (secretariats), services (work placements) and infrastructures (libraries, laboratories) available to students.

D. The Study Programme in Figures
Key data shows how many students are enrolled, how many have been assigned additional learning requirements, how many drop out after the first year, how many graduate in line with the programme schedule, the opinions of attending and graduating students on the teaching programmes and information concerning graduate employment.

E. Find out more: the quality of your Study Programme
How the quality system applied to your Study Programme works. The quality system of your Study Programme is a set of processes and responsibilities adopted to guarantee the quality of all Study Programmes at the University of Bologna.

NOTES:

- Reports are available for all Study Programmes for which it is possible to enrol in the first year in academic year 2012/2013: the information and data provided is as updated as possible.

- Sections A, B and C provide data for the academic year 2012/2013.

- Section D presents data regarding the Study Programmes in the last three academic years.

- The information and data were taken from the University databases and the reports published by the Statistical Observatory of the University of Bologna and AlmaLaurea, and are updated to **15 June 2012.**

A. PRESENTATION AND PROSPECTS

This section presents the key information concerning the Study Programme, including the expected learning outcomes, career opportunities and further studies, updated to the academic year 2013/2014.

A.1. PRESENTATION

This paragraph provides information on the specific learning outcomes of the Study Programme and the curriculum.

The 1st cycle degree programme in Communication Science supplies basic theoretical and practical education on communication. Students learn to critically analyse the use of various methods and languages within the interpersonal, media and social fields, acquiring the appropriate tools for the various forms of communication. For the first two years, the degree programme provides general cultural studies (in-depth study of the education obtained during previous studies, with special regard to contemporary aspects of communication in social life) and methodological studies (learning the basic tools of analysis and planning). Among the optional subjects in the third year, there will be extensive study of specific phenomena coupled with workshops putting into practice the skills acquired.

Special attention is paid to IT, the problems which have arisen with the new media and the need to communicate within international contexts. Lastly, students have the opportunity to take part in internships in institutions and companies as a pre-run for their professional future.

A.2. ADMISSION REQUIREMENTS

This paragraph provides information on the knowledge required for admission to the Study Programme.

Applicants to the degree programme must hold either a five-year secondary school diploma or equivalent suitable qualification obtained abroad, or a four-year secondary school diploma and diploma for the relative supplementary year or, where this is no longer active, they will be assigned learning requirements.

Furthermore, students are required to have an adequate background education.

Required knowledge/competences for admission to the degree programme

The knowledge/competences required are as follows:

- good general knowledge;

- essential logic and reasoning skills;

- ability to read, understand and interpret texts and documents written in Italian;

- good communication skills in Italian.

Assessment of required knowledge/competences

All students wishing to enroll have to sit the mandatory **Admission test** (details and deadlines in the following page "Iscriversi" on the Degree Programme). Student failing to reach the minimum required score will be allocated additional learning requirements (OFA).

OFA (Additional learning requirements)

Students failing to reach the required standards in one or more parts of the test will be allocated the OFA based on linguistic Italian skills. OFA are deemed to be fulfilled by students who pass the OFA at the end of the course or in the following three exams.

Students who have not fulfilled the OFA by the date resolved by the Academic bodies and published on the Unibo Home Page must enroll, in the following year as "repeating students" in the first year of the degree programme and are obliged to fulfill the additional learning requirements.

A.3. LEARNING OUTCOMES

This paragraph provides information on the knowledge and skills students will have acquired by the end of the Programme.

KNOWLEDGE AND UNDERSTANDING
Graduates:
- will possess basic knowledge in communication and information science , and know the methodology of surveys and analysis;
- will have the know-how to study the contemporary world from a general historical-geographical, economic, political-institutional and cultural point of view;
- will be versed in languages, the traditional media tools (press, radio, television), the new media (Internet, mobile phones, satellite, digital terrestrial), corporate and advertising communication, public communication, market and consumer sector communication.
APPLYING KNOWLEDGE AND UNDERSTANDING:
Graduates:
- will know how to collect, select, analyse and summarise data and information, organising and classifying complex problems and information in a coherent manner;
- will know how to analyse specimens of oral, written, and media communication;

- will be able to plan and compose texts in Italian and English for communication activities, writing and publishing (paper or digital), tailoring these to the objectives of a given organisation and/or the needs of a specific audience;
- will have learnt editing techniques to transform and/or edit texts written by others.

MAKING JUDGEMENTS:

Graduates:

- will be able to gauge and test the effectiveness of texts (oral, audio-visual and multimedia) through desk-analysis methodologies and techniques of information collection and data analysis;
- will know how to assess the opportunities and obstacles to communication in a specific social, linguistic or organisational context, and thus be able to manage information flows, both inside and outside an organisation.

COMMUNICATION SKILLS:

Graduates will know how to communicate in written and oral form in Italian and English, using different registers according to the interlocutor, the context and the objectives, and will know how to organise and manage information flows, both internal and external to the organisation.

LEARNING SKILLS:

Graduates:

- will be familiar with the traditional or digital instruments (libraries, archives, internet) and use them to find original study material for further analysis or updating, with particular regard to changes occurring in the media sector;
- will be able to take part in interdisciplinary teams organising and implementing projects aimed at processing communication products.

A.4. CAREER OPPORTUNITIES

This paragraph provides information on the occupational profile, functions and fields of employment available to graduates of this Programme.

Graduates will be suited to the following professional roles in the spheres of employment indicated:

Communications operator

Career opportunities and functions:

a) in public institutions, private and public companies, offices; consultancy agencies for marketing and communication, communication agencies (advertising), offices and centres for social, cultural, environmental and health education:

- participating in planning and conducting communication campaigns;
- participating in planning and conducting surveys or market research, with a view to designing a communication campaign.

b) in press offices, Public Relations Offices, Multipurpose Information Helpdesks:

- personally operating in front-office information services;
- personally contributing to, planning and managing public relations; working in a press office with Italian and foreign interlocutors (speech and writing).

c) in magazine and newspaper editorial offices (off and on line), publishing houses (both traditional and multimedia), radio and television (writing programmes):

- editing drafts;
- collaborating in graphic composition;
- helping to plan the contents of radio and television programmes;
- performing on-line and off-line info-hunting activities pertaining to visual/oral and multimedia information.

d) in public and private institutions conducting scientific surveys and working for the protection and appreciation of the historical, cultural and environmental heritage:

- participating in running and reorganizing archives, libraries, film archives and museums, via IT and communication technologies.

The degree programme project has been submitted to selected external stakeholders in order to receive their opinions and feedbacks on the learning outcomes and the professional profiles.

A.5. OPINION OF SOCIAL PARTNERS AND POTENTIAL EMPLOYERS

This paragraph describes the outcome of the consultation with the representative employment and trade organisations.

This information is not available in English at this time.

A.6. FURTHER STUDIES

It gives access to second cycle studies (laurea specialistica/magistrale) and master universitario di primo livello.

B. TEACHING AND LEARNING

This section describes the updated course structure diagram (for academic year 2013/2014), with the full titles and listings of the course units and the latest published lecture timetable.

B.1. COURSE STRUCTURE DIAGRAM

The link takes you to the Study Programme course structure diagrams. You can also access to each course unit content.

- Study plan: all course units in the programme

B.2. CALENDAR AND LECTURE TIMETABLE

The links take you to the teaching calendar (exam session and final examination session) and the lecture timetable (in Italian).

- Lecture timetable
- Exam sessions
- Final examination sessions

C. RESOURCES AND SERVICES

This section provides a list of teaching staff and their relative curricula and and description of the services available to students for the academic year 2013/2014.

C.1. TEACHERS

The paragraph lists the lecturers who teach in the Study Programme: from here you can access the personal web pages of each one.
Information updated to 28 May 2013 (in Italian).

Permanent teaching staff:

Bonazzi, Alessandra	Farinelli, Franco	Lorenzetti, Roberta	Pozzato, Maria Pia
Borghi, Anna Maria	Foresti, Fabio	Lorenzini, Niva	Santoro, Marco
Capecchi, Saveria	Franceschi, Zelda Alice	Lorusso, Anna Maria	Spallanzani, Mariafranca
Chines, Loredana	Galatolo, Renata	Marmo, Costantino	Tamburini, Fabio
Corrain, Lucia	Gemelli, Giuliana	Matteuzzi, Maurizio	Taylor, Peter Grenville
Corsi, Giovanna	Grandi, Nicola	Nicoletti, Roberto	Tomasi, Francesca
Cosenza, Giovanna	Grandi, Roberto	Nuti Giovanetti, Fabio	Varni, Angelo
De Marinis, Marco	Innocenti, Veronica	Paolucci, Claudio	
Demaria, Cristina	Lalli, Pina	Pescatore, Guglielmo	
Donati, Daniele	Leonardi, Paolo	Pesce, Sara	

Contract teaching staff:

Caporale, Marina
Colonelli, Clara
Luzzi, Damiana
Sarti, Mauro

C.2. STUDENT SERVICES: OFFICES

C.2.1. FUTURE STUDENTS

The link take you to the webpage which provides specific information about the offices and the services for the future students (in Italian).

- Future students

C.2.2. ENROLLED STUDENTS

The link take you to the webpage with the information on the offices and the services for the enrolled students (in Italian).

- Enrolled students

C.2.3. INTERNATIONAL STUDENTS

The link take you to the webpage with the information on the offices and the services for the international students (in Italian).

- International students

C.2.4. GRADUATES

The link take you to the webpage with the information on the offices and the services for the graduates (in Italian).

- Graduates

D. THE STUDY PROGRAMME IN FIGURES

Information on students' starting their university careers, how many students are in line with the regular programme, opinions of students and graduates on the teaching programmes and information concerning graduate employment.

This section provides the data of the last academic years for the Study Programme (SP) and a comparison with similar Study Programmes. The University of Bologna has divided its Study Programmes into four groups:

- *BIOMEDICAL group: Study Programmes of the Schools of Pharmacy, Biotechnology and Sport Science; Medicine; Agriculture and Veterinary Medicine*

- *SCIENTIFIC-TECHNOLOGICAL group: Study Programmes of the Schools of Engineering and Architecture; Sciences*

- *SOCIAL SCIENCES group: Study Programmes of the Schools of Economics, Management, and Statistics; Law, Political Sciences*

- *HUMANITIES group: Study Programmes of the Schools of Arts, Humanities, and Cultural Heritage; Foreign Languages and Literatures, Interpreting and Translation; Psychology and Education*

The section presents the results of the Study Programme for the last three academic years.

Main data shows how many students enrolled, the number of students assigned OFA, how many drop out after the first year, how many graduate in line with the programme schedule, the opinions of attending and graduating students on the teaching programmes and information concerning graduate employment.

The information and data presented in this section, updated to 28 May 2013, were taken from University databases and AlmaLaurea.

Study Programmes may be subject to degree programme system modifications from one academic year to the next, and the data provided in this section may refer to a programme with a slightly different system to the one currently running (such as programme title, course structure diagram and list of lecturers). However, indicatively the data presents the general trend of the Study Programme over the past three years.

Most of the Study Programmes running at the University of Bologna have been reformed in compliance with DM 270/04, most of them from the academic year 2008/2009. In the reports provided for these Programmes, paragraph D.5. refers to the Study Programmes as they were presented prior to the reform.

D.1. STUDENTS STARTING THEIR UNIVERSITY CAREERS

Characteristics of incoming students at the beginning of their university careers. Tables and graphs provide information on the number of registered students, focusing on the characteristics of the students, results of any entrance tests and the students assigned any additional learning requirements.

D.1.1. ENROLMENTS AND REGISTRATIONS

The **graph** shows the number of students enrolled in the 1st year compared with the average of similar Study Programmes (which belong to the same group).

In addition, the **table** shows the total number of registered students and the total number of enrolled students.

Data of the Study Programme is compared with the average of the Study Programmes of average of similar Study Programmes (which belong to the same group) for the indicated academic years.

First year enrolments
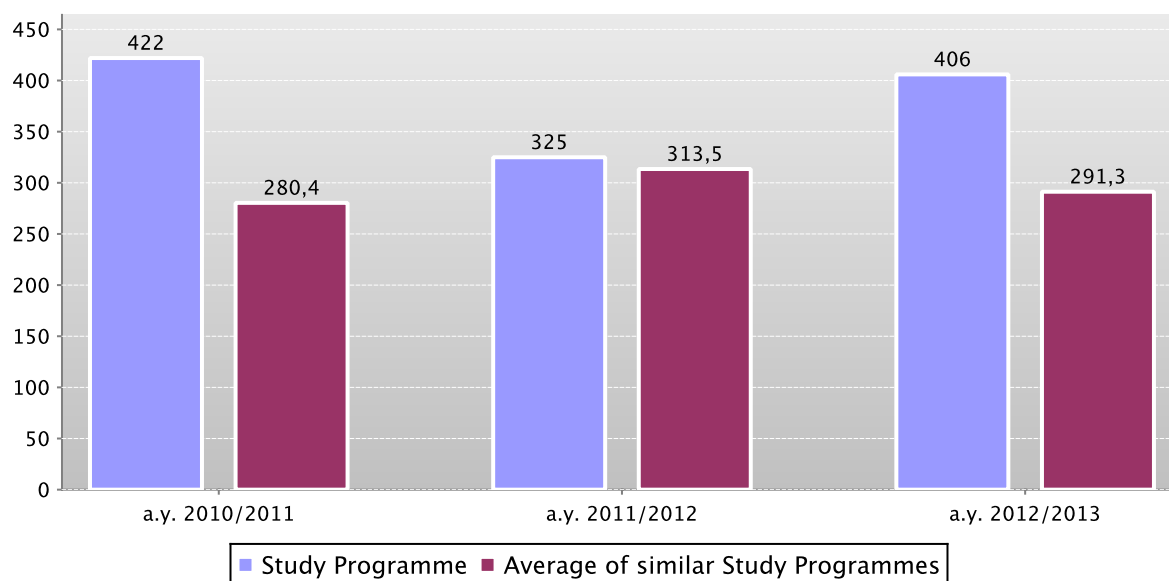
	a.y. 2010/2011			a.y. 2011/2012			a.y. 2012/2013		
	Registered students	N. first year enrolments	Total N. enrolled students	Registered students	N. first year enrolments	Total N. enrolled students	Registered students	N. first year enrolments	Total N. enrolled students
Study Programme	342	422	1076	261	325	1121	325	406	1223
Average of similar Study Programmes	231,5	280,4	380,7	263,1	313,5	373,9	247,4	291,3	358,7

D.1.2. ADDITIONAL DATA ON STUDENTS' STARTING THEIR UNIVERSITY CAREERS

D.1.2.1. CANDIDATES REGISTERED FOR THE ENTRANCE EXAM

In academic year 2012/2013 access to this Study Programme was not restricted.

D.1.2.2. INCOMING STUDENTS

Geographic origin, type of high school certificate, age and gender of students.

Data shows a homogeneus group of students (cohort) which started together their academic career. Students which have passed to an other Study Programme, transferred from an other university, or registered to a 2nd degree are not included.

The **tables** show the number, geographic origin, gender, age, type and grade of high school certificate of students enrolling in the degree programme.

Data of the Study Programme is compared with the average of the Study Programmes of average of similar Study Programmes (which belong to the same group) for the indicated academic years.

		Registered students	Geographic origin					Gender		Average age of registered students		
			Students coming from the province of the Study Programme site	Students coming from other provinces where Unibo has a site	Students coming from other provinces of Emilia Romagna region	Students coming from other Italian regions	Students coming from abroad	M	F	19 or less	20 - 24	25 or more
Students 2010/2011	Study Programme	342	39,2%	11,7%	10,2%	36,5%	2,3%	35,7%	64,3%	57,6%	35,7%	6,7%
	Average of similar Study Programmes	231,5	21,9%	16,3%	16,3%	42,9%	2,6%	27,6%	72,4%	60,8%	31,4%	7,8%
Students 2011/2012	Study Programme	261	33,7%	14,6%	9,6%	39,1%	3,1%	31,8%	68,2%	57,9%	36,4%	5,7%
	Average of similar Study Programmes	263,1	20,5%	16,6%	15,4%	45,0%	2,5%	29,5%	70,5%	61,4%	33,2%	5,4%
Students 2012/2013	Study Programme	325	33,8%	9,2%	14,5%	36,6%	5,8%	30,5%	69,5%	47,7%	45,8%	6,5%
	Average of similar Study Programmes	247,4	20,7%	15,4%	14,7%	45,9%	3,3%	29,1%	70,9%	61,3%	32,8%	5,8%

		High school certificate					Grade of High school			
		Vocational schools	Technical Colleges	High school specializing in education and in psycho-pedagogical science	High schools specializing in classical studies, modern languages, science education	Other Italian or foreign high schools	Grade ranging from 60 to 69	Grade ranging from 70 to 79	Grade ranging from 80 to 89	Grade ranging from 90 to 100
Students 2010/2011	Study Programme	11,7%	21,1%	7,9%	50,6%	8,8%	31,6%	39,2%	18,1%	10,5%
	Average of similar Study Programmes	9,5%	16,3%	8,5%	57,8%	8,0%	25,6%	31,1%	23,7%	19,1%
Students 2011/2012	Study Programme	6,5%	23,0%	14,6%	46,0%	10,0%	32,6%	35,2%	21,8%	8,0%
	Average of similar Study Programmes	8,9%	13,4%	14,7%	55,8%	7,1%	24,0%	32,8%	23,0%	19,4%
Students 2012/2013	Study Programme	12,0%	20,0%	16,9%	42,2%	8,9%	32,6%	34,2%	23,1%	7,1%
	Average of similar Study Programmes	8,2%	13,1%	14,4%	55,3%	8,9%	24,9%	28,5%	23,7%	18,1%

D.1.2.3. ADDITIONAL LEARNING REQUIREMENTS

Students on the programme assigned additional learning requirements (OFA). OFA are learning requirements assigned to enrolled students who have not demonstrated the full possession of the entrance requirements. The assessment methods of students' initial preparation and the fulfilment of the OFA are described in the Study Programme Regulations, and may change each year. Students not completing the additional learning requirements are obliged to re-enrol in year 1 as repeating students.

The **table** shows the number of registered students, the number of students assigned OFA, the number who fulfilled them, the percentage of students assigned the OFA compared to the number of enrolled students and the percentage fulfilling the OFA compared to those assigned them.

	Registered students (a)	Students assigned OFA (b)	Students who fulfilled OFA (c)	% of students assigned OFA compared to the number of enrolled students (b/a)	% of students fulfilling the OFA compared to number of students assigned (c/b)
Students 2010/2011	342	45	28	13,2%	62,2%
Students 2011/2012	261	99	82	37,9%	82,8%
Students 2012/2013	325	105			

*Note: At the time of publication of this report the number of students fulfilling the OFA can be measured for a.y. 2009/2010 and a.y. 2010/2011 only.

D.2. REGULARITY OF STUDIES

Insight into the regularity with which the students pass their exams.
Graphs and tables provide information on the number of students who leave the programme after the first year and the number of regular graduates, focusing on the number of credits obtained at the end of the first year, on the exams passed and average grade achieved for each course unit.

D.2.1. STUDENTS LEAVING THE PROGRAMME BETWEEN YEARS 1 AND 2

Here the number of students leaving the Study Programme is shown.
The **graph** shows the percentage of students who leave the programme after the first year compared to the average of similar Study Programmes (belonging to the same group).
The **table** shows the registered students, the percentage of students leaving the programme who pass to a different Study Programme in the same university, transfer to another university or withdraw from studies, as well as the enrolled repeating students and those enrolled in the second year.
The Study Programme data is compared with the average of similar Study Programmes of (which belong to the same group), for students registered in the indicated academic years.

Percentage of withdrawals between years 1 and 2
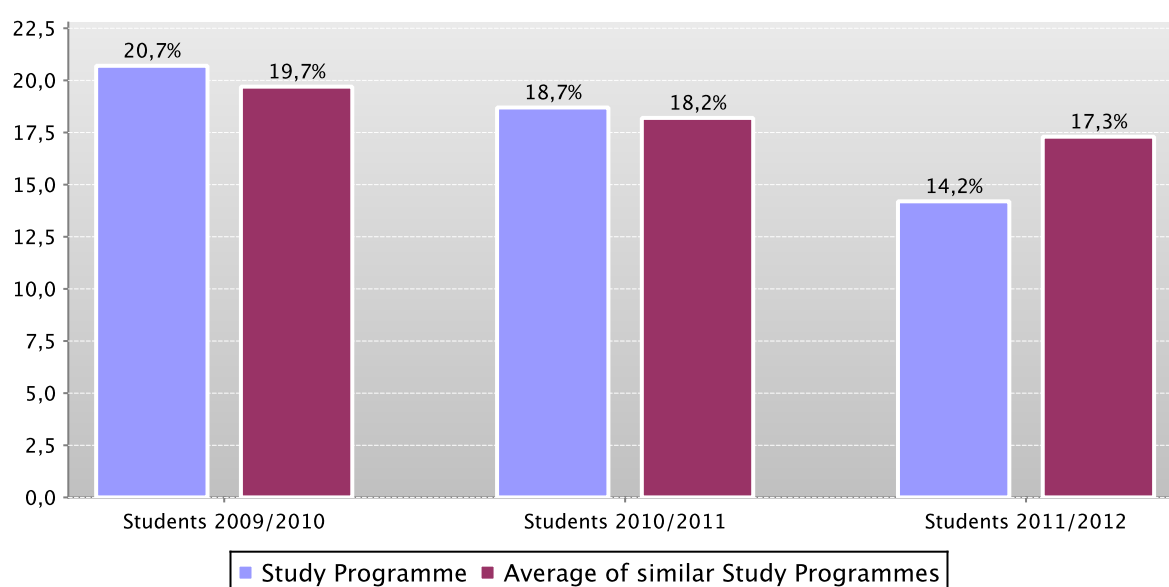
		Registered students	% withdrawals	% passages and transfers	% repeating students	Students enrolled in the second year
Students 2009/2010	Study Programme	304	20,7%	5,3%	0,7%	223
	Average of similar Study Programmes	189,8	19,7%	5,6%	0,4%	141,1
Students 2010/2011	Study Programme	342	18,7%	5,3%	0,6%	258
	Average of similar Study Programmes	231,5	18,2%	5,9%	1,4%	172,5
Students 2011/2012	Study Programme	261	14,2%	6,9%	0,0%	206
	Average of similar Study Programmes	263,1	17,3%	6,1%	0,5%	200,4

D.2.2. REGULAR GRADUATES

Here you will find information on regular graduates, on how many students, at the end of the regular programme duration, left the programme and how many are still enrolled but not aligned to the exam schedule.

The **graph** and the **table** show the situation concerning registered students for the indicated academic year, at the end of the regular duration of the Study Programme, highlighting the percentage of regular graduates, the number of students still enrolled (not aligned to the exam schedule and repeating students), students who have left the programme (including passages, transfers and withdrawals).

The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group) for students registered in the indicated academic years.

Situation of students 2009/2010 at the end of regular duration of the study programme
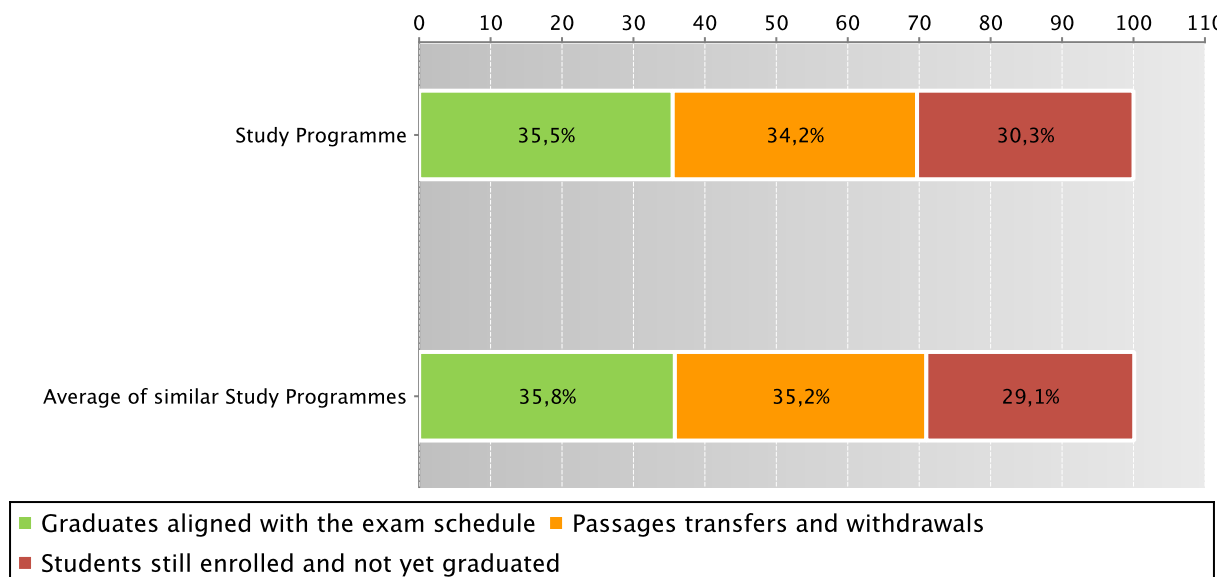
■ Graduates aligned with the exam schedule   ■ Passages transfers and withdrawals
■ Students still enrolled and not yet graduated

		Registered students	Regular graduates		Passages transfers and withdrawals		Students still enrolled and not yet graduated	
			N.	%	N.	%	N.	%
Students 2008/2009	Study Programme	366	129	35,2%	128	35,0%	109	29,8%
	Average of similar Study Programmes	188,1	66,7	35,4%	63,1	33,5%	58,3	31,0%
Students 2009/2010	Study Programme	304	108	35,5%	104	34,2%	92	30,3%
	Average of similar Study Programmes	189,8	67,9	35,8%	66,7	35,2%	55,2	29,1%

See data of previous academic years – Study Programme D.M. 509/99 Communication Sciences (code 0069) paragraph D.5.2.2.

D.2.3. ADDITIONAL DATA ON REGULARITY OF STUDIES

D.2.3.1. CREDITS OBTAINED BY STUDENTS IN THE 1ST YEAR

This offers an insight into how regularly students pass their exams.

The **graph** shows the distribution of the students according to the number of credits obtained at the end of the first year.

In addition, the **table** shows the number of students registered at the second year and average credits obtained during the first year.

The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group) for the indicated academic years.

Distribution of the students in 2011/2012 according to the number of credits obtained at the end of the first year*
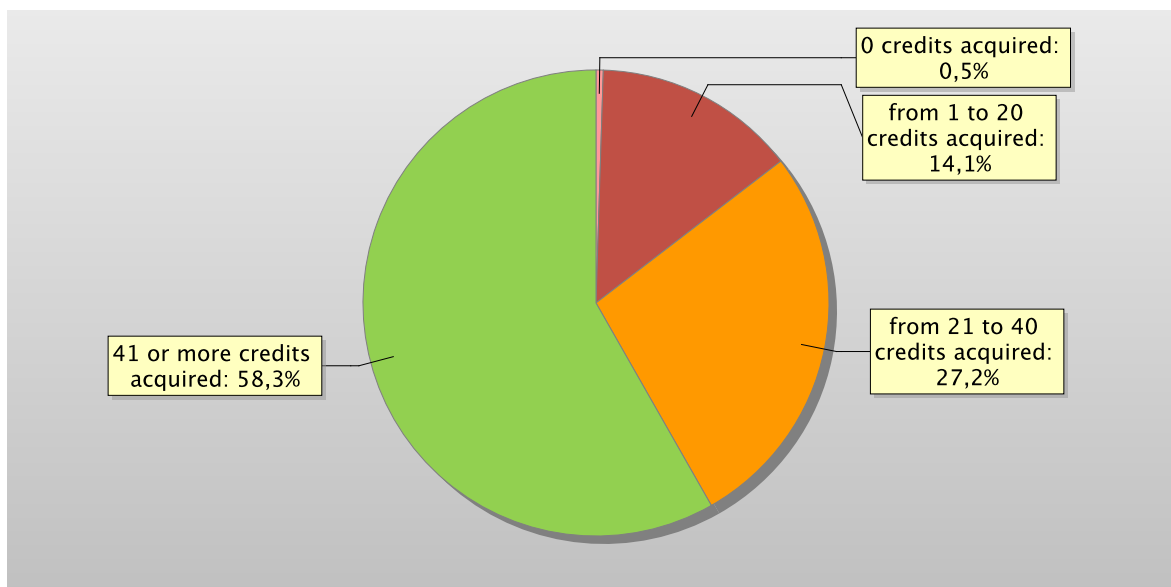
		Students enrolled in the 2nd year	% students with *				
		Students enrolled in the 2nd year	0 credits acquired	from 1 to 20 credits acquired	from 21 to 40 credits acquired	41 or more credits acquired	Average credits per student
Students 2009/2010	Study Programme	223	3,6%	16,1%	34,5%	45,7%	35,7
	Average of similar Study Programmes	148,9	3,5%	11,2%	30,7%	54,6%	40,2
Students 2010/2011	Study Programme	258	2,3%	11,2%	32,2%	54,3%	39,3
	Average of similar Study Programmes	172,5	3,7%	9,8%	31,0%	55,6%	40,6
Students 2011/2012	Study Programme	206	0,5%	14,1%	27,2%	58,3%	41,2
	Average of similar Study Programmes	200,4	2,9%	8,7%	29,0%	59,4%	42

*Note: by convention, credits are considered to be obtained by students by 31st October of the year following the year of enrolment.

D.2.3.2. EXAMS PASSED AND AVERAGE GRADE

The **table** shows number of exams passed and average grade achieved for each course unit in the calendar year 2011. Marks for the exams passed are expressed out of thirty.

The data refers to the course unit code and therefore includes the various branches of the programme divided into channels or sub-groups, divided by letter.

It considers all subjects for which a grade is assigned, and therefore excludes all those to which a pass/fail score is allocated.

Data of the Study Programme D.M. 270/04 Scienze della comunicazione (code 0960)

	N. of exams passed	Average grade *
00045 ANTROPOLOGIA CULTURALE	37	25,7
00256 ECONOMIA POLITICA	306	23,3
00455 GEOGRAFIA	209	25
00562 LETTERATURA ITALIANA	6	28
00932 STORIA CONTEMPORANEA	4	
00947 STORIA DEL TEATRO E DELLO SPETTACOLO	5	
00961 STORIA DELLA FILOSOFIA	5	
01327 SEMIOTICA I	249	24,2
01328 SEMIOTICA II	228	24
02607 LOGICA	3	
02609 LETTERATURA ITALIANA CONTEMPORANEA	2	
07297 SOCIOLOGIA DELLA COMUNICAZIONE	321	24,9
10283 FILOSOFIA DEL LINGUAGGIO (1)	13	27,5
10682 COMUNICAZIONE GIORNALISTICA	120	27
10692 COMUNICAZIONI DI MASSA (1)	277	26,3
11213 SEMIOTICA DELL'ARTE	22	28,4
11292 ANTROPOLOGIA CULTURALE (1)	2	
12121 STORIA DELLA RADIO E DELLA TELEVISIONE	137	23,6
12606 PSICOLOGIA DELLA COMUNICAZIONE	341	24,4
12607 STORIA DEL GIORNALISMO (1)	39	26,1
12637 SEMIOTICA DELL'ARTE (1)	1	
12647 SOCIOLINGUISTICA (1)	10	27,2
12648 SOCIOLOGIA (1)	308	21,6
12693 STORIA CONTEMPORANEA (1)	2	
13271 LINGUA INGLESE (1)	334	21,1
13334 LETTERATURA ITALIANA (1)	1	
13338 LETTERATURA ITALIANA CONTEMPORANEA (1)	1	
13703 ISTITUZIONI DI STORIA DEL CINEMA	41	24,5
13717 GEOGRAFIA DELLA COMUNICAZIONE	44	25
14028 GEOGRAFIA CULTURALE (1)	49	27
14138 SEMIOTICA DEI MEDIA (1)	10	28,3
14295 STORIA DELLA RADIO E DELLA TELEVISIONE (1)	4	
19203 PSICOLOGIA COGNITIVA (1)	290	25,7
27276 LABORATORIO (1)	1	
27311 INFORMATICA UMANISTICA (1)	12	27,7
27318 PRINCIPI E TECNICHE PER LA RICERCA SOCIALE (1)	271	21

	N. of exams passed	Average grade *
27322 ANALISI DELLA COMUNICAZIONE VISIVA (1)	43	28,8
27339 SEMIOTICA DEI TESTI GIORNALISTICI (1)	4	
27341 SEMIOTICA DELLA PUBBLICITÀ (1)	16	28,3
27347 LABORATORIO DI SCRITTURA IN INGLESE (1)	1	
30719 ISTITUZIONI DI DIRITTO PUBBLICO (DIRITTO DELL'INFORMAZIONE E DELLA COMUNICAZIONE)	208	23,9
39408 SEMIOTICA DEI TESTI LETTERARI (1)	19	27,2
39409 SEMIOTICA DEI LINGUAGGI MUSICALI E AUDIOVISIVI (1)	38	27,5
39410 COMUNICAZIONE POLITICA (1)	71	27,5
39430 SOCIETÀ E POLITICA (1)	26	22,4
42224 ISTITUZIONI DI STORIA DEL CINEMA (1)	4	
46484 ETNOGRAFIA DEI MEDIA (1)	2	
46487 PSICOLOGIA DELLA COMUNICAZIONE INTERCULTURALE (1)	40	27,9
46491 SEMIOTICA DEI NUOVI MEDIA (1)	79	26,3
69506 SOCIOSEMIOTICA (1)	8	29,3

* Note: no average grade is given if the number of exams passed is less than or equal to 5.

D.3. OPINIONS OF GRADUATES AND ATTENDING STUDENTS

Opinions of graduates on the Study Programme.
Tables and graphs provide information on the number of graduates who expressed positive opinions on the Study Programme, focusing on opinions expressed by attending students on course units.

D.3.1. OPINION OF GRADUATES

The **graph** shows the percentage of graduates (AlmaLaurea survey) who responded positively to the question: "**Are you generally satisfied with the Study Programme"**.

In addition, the **table** shows the percentage of students who answered "Yes, to the same programme at the university" to the question "Would you register again to the university?".

The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), and the average of Study Programmes of the same class of other Italian universities for the graduates of the indicated years.

Graduates in 2012 who responded positively to the question: "Are you generally satisfied with this Study Programme?"
Data of the Study Programme D.M. 270/04 Scienze della comunicazione (code 0960)

- ■ Percentage of positive answers ■ Percentage of negative answers
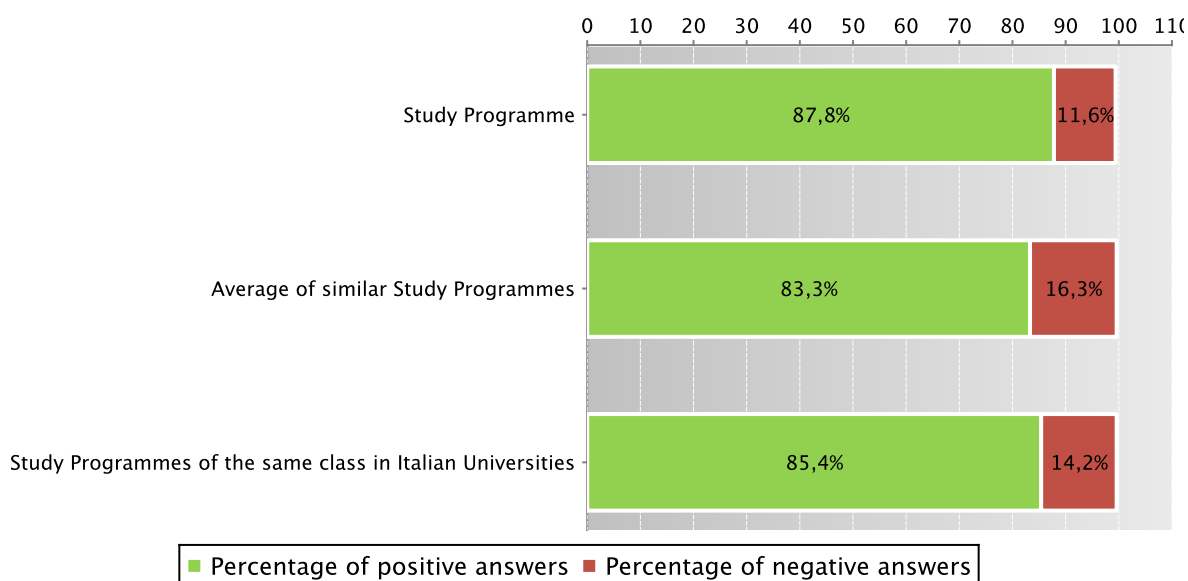
Data of the Study Programme D.M. 270/04 Scienze della comunicazione (code 0960)

		N. graduates	Completed Questionnaires	% of positive answers to the question: "Are you generally satisfied with this Study Programme?"	% of answers "yes to the same Programme in the same University" to the question "Would you register again to the University"
2011	Study Programme	96	91	72,5%	49,5%
	Average of similar Study Programmes	70,9	65,6	81,3%	63,8%
	Study Programmes of the same class in Italian Universities	1006	955	84,1%	64,2%
2012	Study Programme	189	180	87,8%	63,3%
	Average of similar Study Programmes	72,1	68,4	83,3%	67,0%
	Study Programmes of the same class in Italian Universities	2164	2048	85,4%	61,8%

Symbols:

(*) The opinions of the Study Programmes with less than 5 graduates are not shown.

Further information on Graduates' Profile Report.

See data of previous academic years – Study Programme D.M. 509/99 Communication Sciences (code 0069) paragraph D.5.3.1.

D.3.2 ADDITIONAL DATA ON OPINIONS OF STUDENTS

D.3.2.1. OPINION OF ATTENDING STUDENTS

The **graph** shows the percentage of attending students who responded positively to the question in the questionnaire: "Are you generally satisfied with this course unit?" in academic year 2011/2012.

The **table** also shows the number of completed questionnaires.

The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), for the indicated academic years.

The data concerning the students' opinion refers to the opinions of those attending lessons, whether they are enrolled in the current programme or a Study Programme running under pre-reform regulations (under D.M. 509).

For the University of Bologna the survey and subsequently analysis of the opinions of students attending the course is cared by Academic Affairs Division - Quality Assurance Department and Control and Finance Division - Support Planning and Evaluation Department. The overall results and the methods of collection and analysis are described in the document published online on the Statistical Observatory of the University of Bologna (see the note in the glossary).

Students who responded positively to the question: "Are you generally satisfied with this course unit?" in academic year 2011/2012

Data of the Study Programme D.M. 270/04 Scienze della comunicazione (code 0960) and of the Study Programme D.M. 509/99 Scienze della comunicazione (code 0069)
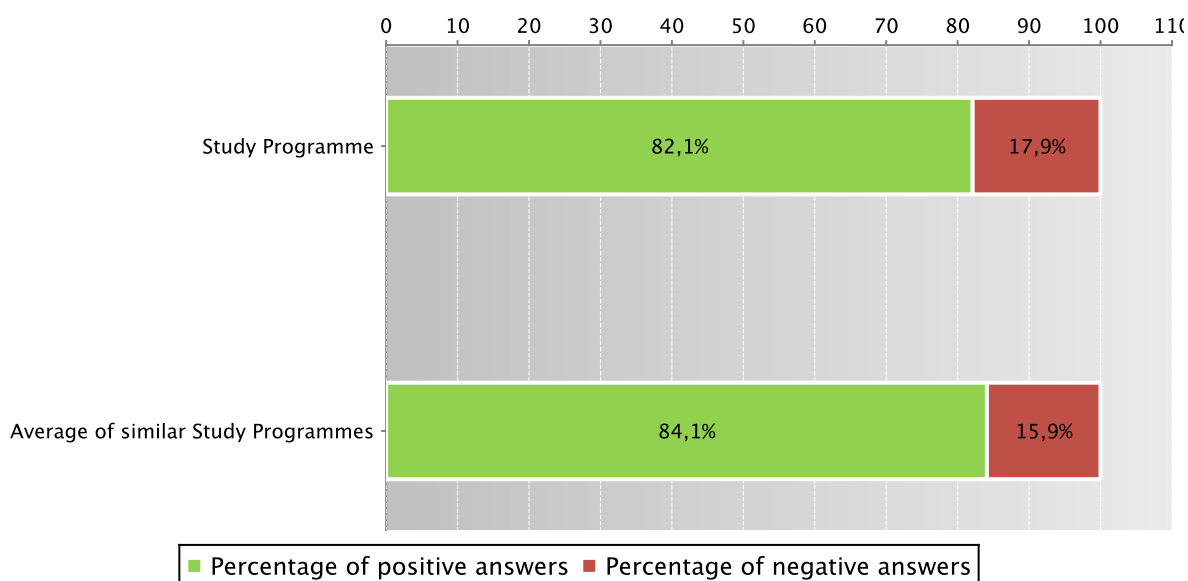
Data of the Study Programme D.M. 270/04 Scienze della comunicazione (code 0960) and of the Study Programme D.M. 509/99 Scienze della comunicazione (code 0069)

		Number of completed questionnaires	% of positive answers concerning the general satisfaction with the course unit – Question 19
a.y. 2009/2010	Study Programme	1278	79,9%
	Average of similar Study Programmes	1529,9	83,6%
a.y. 2010/2011	Study Programme	1327	80,0%
	Average of similar Study Programmes	1445,9	83,8%
a.y. 2011/2012	Study Programme	1492	82,1%
	Average of similar Study Programmes	1839,3	84,1%

Symbols:

(*) When there is a small number of questionnaires, the percentage of positive opinions on overall satisfaction is not presented.

Further information on Rapporto Opinione degli studenti frequentanti sulle attività didattiche (the content is in Italian).

D.4. ENTRY INTO THE WORLD OF WORK

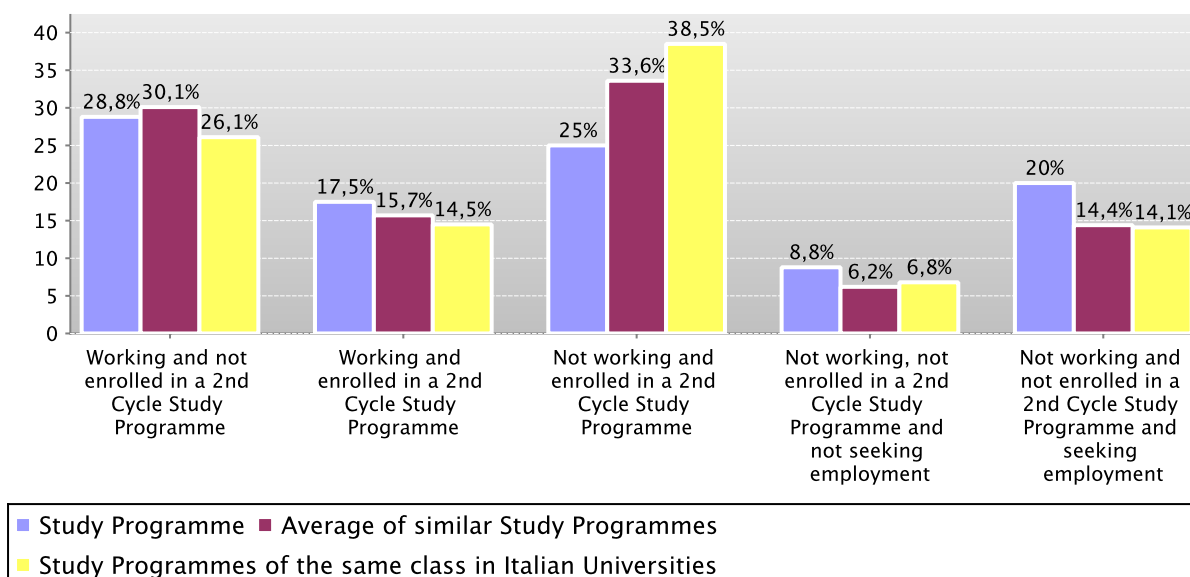*Employment situation of graduates of the Study Programme.*
Tables and graphs provide information on the employment situation of graduates one year after graduating.

D.4.1. EMPLOYMENT SITUATION

Employment situation of graduates in 2011 one year after graduating

Legend:
■ Study Programme ■ Average of similar Study Programmes
■ Study Programmes of the same class in Italian Universities

		N. graduates interviewed	Working and not enrolled in a 2nd Cycle Study Programme	Working and enrolled in a 2nd Cycle Study Programme	Not working and enrolled in a 2nd Cycle Study Programme	Not working, not enrolled in a 2nd Cycle Study Programme and not seeking employment	Not working and not enrolled in a 2nd Cycle Study Programme and seeking employment	Not working, not seeking employment, but following a university programme/traineeship (2)	Effective / very effective	Quite effective
			Employment and education situation (1)						Degree's appropriateness for the job (referred to the graduates who just work) (3)	
Graduation Year 2011	Study Programme	80	28,8%	17,5%	25,0%	8,8%	20,0%	20,0%	18,9%	29,7%
	Average of similar Study Programmes	61,3	30,1%	15,7%	33,6%	6,2%	14,4%	26,9%	30,2%	27,8%
	Study Programmes of the same class in Italian Universities	867	26,1%	14,5%	38,5%	6,8%	14,1%	25,4%	20,9%	39,5%

See data of previous academic years – Study Programme D.M. 509/99 Communication Sciences (code 0069) paragraph D.5.4.1.

D.5. INFORMATION ON PRE-REFORM PROGRAMMES (DM 509/99)

D.5.1. STUDENTS STARTING THEIR UNIVERSITY CAREERS

Characteristics of incoming students at the beginning of their university careers. Tables and graphs provide information on the number of registered students, focusing on the characteristics of the students, results of any entrance tests and students assigned additional learning requirements.

D.5.1.1. ENROLMENTS AND REGISTRATIONS

Data of enrolments and registrations of the last three academic years are shown in paragraph D.1.1.

D.5.1.2. ADDITIONAL DATA ON STUDENTS' STARTING THEIR UNIVERSITY CAREERS

D.5.1.2.1. CANDIDATES REGISTERED FOR THE ENTRANCE EXAM

Data of candidates registered for the entrance exam are shown in paragraph D.1.2.1.

D.5.1.2.2. INCOMING STUDENTS

Data of incoming students of the last three academic years are shown in paragraph D.1.2.2.

D.5.2. REGULARITY OF STUDIES

Insight into the regularity with which the students pass their exams.
Graphs and tables provide information on the number of students who leave the programme after the first year and the number of regular graduates, focusing on the number of credits obtained at the end of the first year, the number of exams passed and the average grade achieved for each course unit.

D.5.2.1. STUDENTS LEAVING THE PROGRAMME BETWEEN YEARS 1 AND 2

Data of students leaving the Study Programme of the last three academic years are shown in paragraph D.2.1.
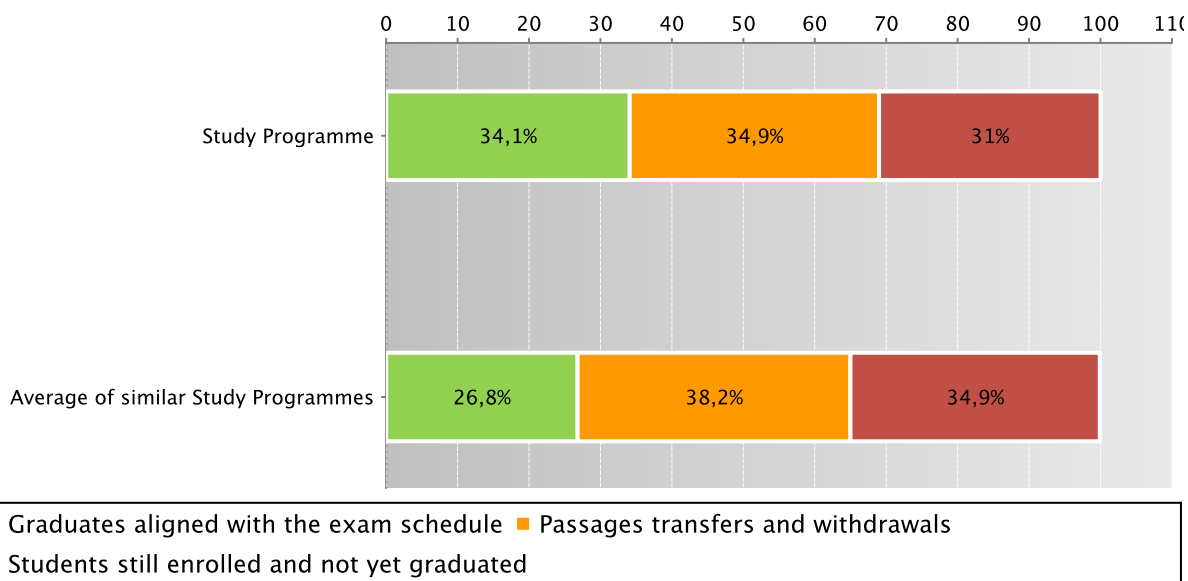
D.5.2.2. REGULAR GRADUATES

Here you will find information on regular graduates, on how many students, at the end of the regular programme duration, left the programme and how many are still enrolled but not aligned to the exam schedule.

The **graph** and the **table** show the situation concerning registered students for the indicated academic year, at the end of the regular duration of the Study Programme, highlighting the percentage of regular graduates, the number of students still enrolled (not aligned to the exam schedule and repeating students), students who have left the programme (including passages, transfers and withdrawals). The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group) for students registered in the indicated academic years.

Situation of students 2007/2008 at the end of regular duration of the study programme

Data of the Study Programme D.M. 509/99 Communication Sciences (code 0069)

- Graduates aligned with the exam schedule ■ Passages transfers and withdrawals
- Students still enrolled and not yet graduated

Data of the Study Programme D.M. 509/99 Communication Sciences (code 0069)

		Registered students	Regular graduates		Passages transfers and withdrawals		Students still enrolled and not yet graduated	
			N.	%	N.	%	N.	%
Students 2007/2008	Study Programme	252	86	34,1%	88	34,9%	78	31,0%
	Average of similar Study Programmes	175	47	26,8%	67	38,2%	61,1	34,9%

Go back to D.2.2. Regular graduates

D.5.2.3. ADDITIONAL DATA ON REGULARITY OF STUDIES

D.5.2.3.1. CREDITS OBTAINED BY STUDENTS IN THE 1ST YEAR

Data of credits obtained by students in the 1st year of the last three academic years are shown in paragraph D.2.3.1.

D.5.2.3.2. EXAMS PASSED AND AVERAGE GRADE

Data of exams passed and average grade are shown in paragraph D.2.3.2.

D.5.3. OPINIONS OF ATTENDING STUDENTS AND GRADUATES

Opinions of graduates on the Study Programme.
Tables and graphs provide information on the number of graduates who expressed positive opinions on the Study Programme, focusing on opinions expressed by attending students on course units.

D.5.3.1. OPINION OF GRADUATES

The **graph** shows the percentage of graduates (AlmaLaurea survey) who responded positively to the question: "**Are you generally satisfied with the Study Programme**".
In addition, the **table** shows the percentage of students who answered "Yes, to the same programme at the university" to the question "Would you register again to the university?".
The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group), for the indicated years.

Graduates in 2010 who responded positively to the question: "Are you generally satisfied with this Study Programme?"
Data of the Study Programme D.M. 509/99 Scienze della comunicazione (code 0069)
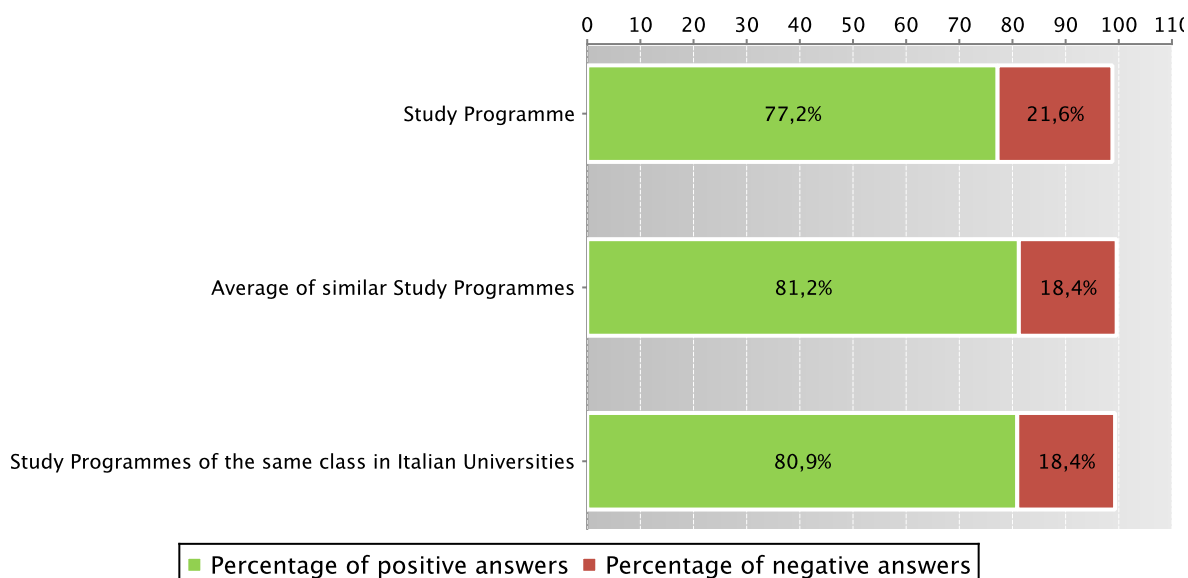
Data of the Study Programme D.M. 509/99 Scienze della comunicazione (code 0069)

		N. graduates	Completed Questionnaires	% of positive answers to the question: "Are you generally satisfied with this Study Programme?"	% of answers "yes to the same Programme in the same University" to the question "Would you register again to the University"
2010	Study Programme	188	162	77,2%	53,7%
	Average of similar Study Programmes	114,7	103	81,2%	63,5%
	Study Programmes of the same class in Italian Universities	5119	4670	80,9%	56,2%

Symbols:
(*) The opinions of the Study Programmes with less than 5 graduates are not shown.
Further information on Graduates' Profile Report.
Go back to D.3.1. Opinion of graduates

D.5.3.2 ADDITIONAL DATA ON OPINIONS OF STUDENTS

D.5.3.2.1. OPINION OF ATTENDING STUDENTS

Data of opinion of attending students of the last three academic years are shown in paragraph D.3.2.1.

D.5.4. ENTRY INTO THE WORLD OF WORK

Employment situation of graduates of the Study Programme.
Tables and graphs provide information on the employment situation of graduates one year after graduating.

D.5.4.1. EMPLOYMENT SITUATION

The paragraph shows the employment situation of graduates one year after graduating.
The data is taken from the AlmaLaurea reports on the employment situation of graduates.
The **graph** shows who is working, who is not working but has enrolled in a Second Cycle study programme, who is not working and is not seeking employment, who is not working but is seeking employment.
In addition, the **table** shows the number of graduates interviewed, the number involved in internships and traineeships and the appropriateness of their degree to the job.
The Study Programme data is compared with the average of similar Study Programmes (which belong to the same group) and the average of Study Programmes of the same faculty of other Italian universities for the graduates of the indicated years.

Employment situation of graduates in 2010 one year after graduating

Data of the Study Programme D.M. 509/99 Communication Sciences (code 0069)
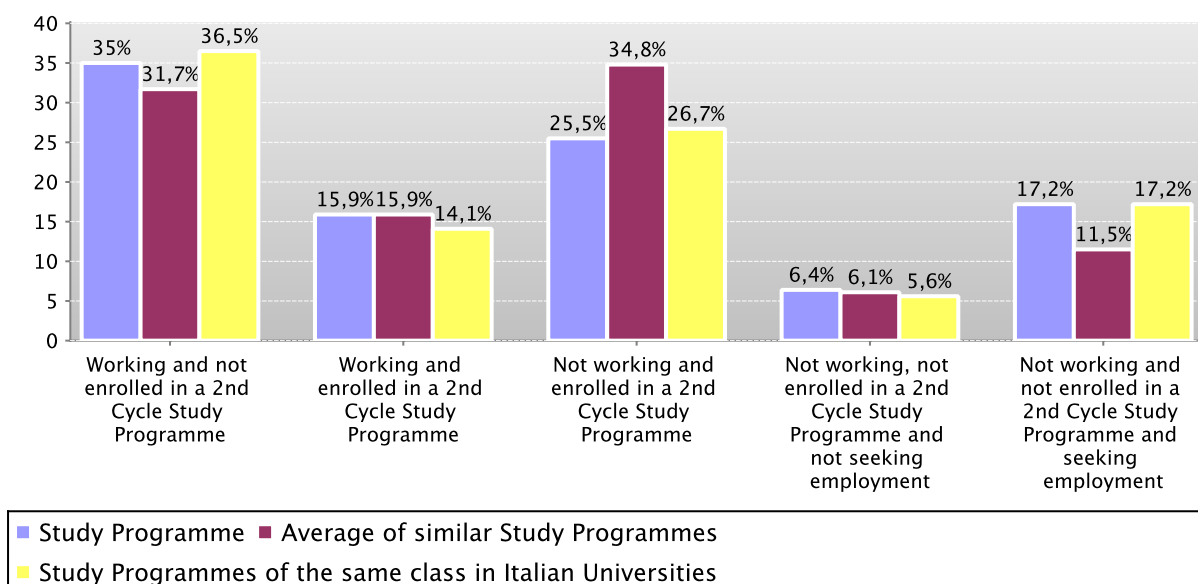
Data of the Study Programme D.M. 509/99 Communication Sciences (code 0069)

		N. graduates interviewed	Working and not enrolled in a 2nd Cycle Study Programme	Working and enrolled in a 2nd Cycle Study Programme	Not working and enrolled in a 2nd Cycle Study Programme	Not working, not enrolled in a 2nd Cycle Study Programme and not seeking employment	Not working and not enrolled in a 2nd Cycle Study Programme and seeking employment	Not working, not seeking employment, but following a university programme/traineeship (2)	Effective / very effective	Quite effective
			Employment and education situation (1)						Degree's appropriateness for the job (referred to the graduates who just work) (3)	
Graduation Year 2009	Study Programme	202	28,7%	14,4%	39,1%	6,9%	10,9%	34,2%	19,8%	50,0%
	Average of similar Study Programmes	117,8	30,0%	17,9%	35,5%	5,8%	10,8%	28,8%	33,7%	28,1%
	Study Programmes of the same class in Italian Universities	5508	34,6%	14,9%	28,8%	6,2%	15,5%	18,5%	22,2%	39,5%
Graduation Year 2010	Study Programme	157	35,0%	15,9%	25,5%	6,4%	17,2%	21,7%	24,4%	34,6%
	Average of similar Study Programmes	97	31,7%	15,9%	34,8%	6,1%	11,5%	26,7%	32,4%	25,8%
	Study Programmes of the same class in Italian Universities	4693	36,5%	14,1%	26,7%	5,6%	17,2%	15,6%	22,8%	40,3%

Symbols:

(*) The opinions of the Study Programmes with less than 5 graduates are not shown.

Notes on the AlmaLaurea report on the employment situation of graduates

(1) "Employment and education situation": the number of employed graduates is the sum of those working and those working who are also enrolled in a 2nd cycle degree programme. The number of those enrolled in a 2nd cycle degree programme is the sum of those who are working and studying and those who are only studying.

(2) "Number of those who do not work, who are not seeking employment but who are following a university programme/traineeship": the definition includes those who are enrolled in traineeships, PhD degrees, specialisation schools, Italian "master universitari"(first and second level). The presentation of this data complies with article 2 of D.M. 544 of 31st October 2007, as later provided for in Management Decree no. 61 of 10th June 2008 (transparency requirements).

(3) The evaluation of the appropriateness of the degree is obtained by a combination of the requirement of the relative qualification for the job held and the level of usage of the skills learned at university.

Further information on Graduates' Employment report.

Go back to D.4.1. Employment situation

E. FIND OUT MORE: THE QUALITY OF YOUR STUDY PROGRAMME

The University of Bologna has identified its objectives as the *personal, cultural and professional growth of students and the improvement of the quality of learning, also in relation to the needs of society* (Strategic Plan 2010-2013).

Students, employers and society as a whole, have the right to effective learning for individual and intellectual growth, to develop critical sense and to prepare for the world of work.

In the Statute and the Strategic Plan 2010-2013 the University of Bologna acknowledges its responsibility in guaranteeing the quality of its study programmes, and for this purpose adopts an "internal quality assurance system".

The Internal Quality Assurance system

The internal quality assurance system is a set of processes and responsibilities adopted to guarantee the quality of Study Programmes at the University of Bologna.

The guarantee of the quality of a Study Programme is the correspondence of the results achieved with the set objectives, in the following phases:

- Plan: defining the objectives
- Do: implementing the planned actions
- Check: checking that the objectives have been achieved
- Act: planning improvement action
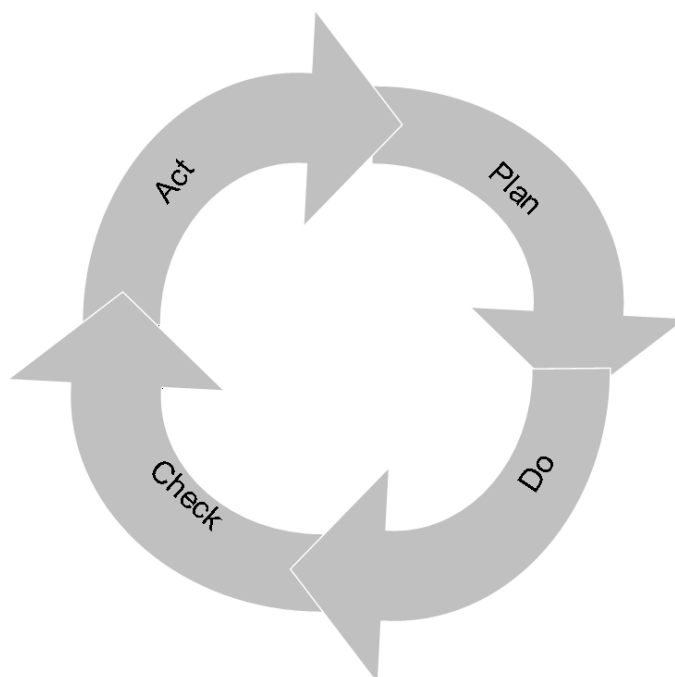
This path responds to the expectations of students, guides teaching behaviour and provides indicators for the assessment of results. Self-assessment is based on the analysis of significant data (for example, the number of students graduating in line with the exam schedule, students' opinions and the employment rates of graduates) and highlights strengths and weaknesses in order to reflect on the achieved results, critically consider one's own working methods and take steps for the continual improvement of the Programme. This path involves all educational stakeholders, including students, in order to make use of the contributions of everyone with first-hand knowledge of the Study Programme. Improvement is therefore a day to day development, concerning all aspects of teaching: from the lesson timetable to the publication of on-line programmes, from classroom management to exam methods, and the actual design of the Programme.

This is what happens in each phase:

- **Planning**: the Study Programme is the result of a proposal from the teaching structures and approved by the Academic Bodies.
- **Management**: Schools, Departments and Study Programmes manage the activities required to ensure teaching. The activities are organised as follows**:**

What we do	Who does what				
	Professors	Study Programme	Schools	Departments	General Administration
Teaching calendar, lessons programme and exam schedules			x		
Management of financial resources			x	x	
Classroom teaching	x				
Management of classrooms and laboratories			x	x	
Libraries and study rooms			x	x	
Approval of individual study plans		x			
Communication and information		x	x		Academic Affairs Division
Guidance service		x	x		Academic Affairs Division
Internships		x	x		Academic Affairs Division
Administrative services: Student Administration Office					Academic Affairs Division
Administration services: Degree programme office			x		Academic Affairs Division
Study grants and loans ad honorem					Academic Affairs Division
Student mobility: university subsidies and programmes					International Relations Division
Mobility: study grants for dissertations abroad			x		
Mobility: authorisations and recognitions		x			
Other students support services		x	x		x

- **Internal assessment:** every Study Programme periodically assesses its own results, evaluating, for example, the number of enrolled students, the number of withdrawing students, student opinions etc.; in this way, the strengths and weaknesses, as well as any implemented improvement actions, are highlighted. This phase is organised as follows:

What we do	Who does what
Definition, gathering and publication of evaluation data According to the general guidelines of the University and national and international standards, are defined the tools through which should be evaluated the results (indicators). The survey data to be evaluate are published every year on the Report of the Study Program.	Academic Bodies
Self-Assessment The Schools and Study Programmes assess the effectiveness of the previously adopted solutions, analyse the progress of their learning activities and draw up proposals for improvement.	Schools and Study Programmes

Internal audit

The results of the self-assessment process are reviewed in the following phases:

- Analysis: the University Quality Manager analyses the review documents, considering the ability to identify problems, propose solutions and the overall development of the internal quality assurance system.

- Review: The observations on the results obtained and the good practices adopted are examined together with the persons in charge of the Schools and Study Programmes in meetings organised by scientific-disciplinary field. The persons in charge receive the observations and inputs on the areas for development and the actions to be adopted in future to improve results.

- Sharing: the conclusions of the review activities are submitted to the Academic Bodies and the University Evaluation Board.

Quality Manager

Vice Rector for Teaching and Education

Academic Bodies

- **Improvement**: on the basis of the results of the internal audit, the Schools and Study Programmes plan improvement activities, to ensure that the Study Programmes increasingly respond to the needs of society. The cycle then starts over again, with the definition of actions to be implemented, the results of which are in turn verified, in a continuous path that guarantees the quality of education.

F. GLOSSARY TERMS

Additional Learning Requirements

Students enrolling in the first year of a first cycle or single cycle degree and who, following the results of the entrance exams established for each study programme, do not possess the knowledge required for access to the programme, are assigned additional learning requirements (OFA).

The OFA are fulfilled by passing an assessment test defined by the programme.

The non-fulfilment of the requirements by the date set by the Academic Bodies and published on the University Portal will lead to the re-enrolment in the first year of the programme.

AlmaLaurea

AlmaLaurea is an innovative in-line database service of graduates' curriculum vitae (1,620,000 CVs, from 53 Italian universities as of 05/07/2012), which offers a link between graduates, universities and businesses.

Created in 1994 on the initiative of the Statistical Observatory of the University of Bologna, managed by a consortium of Italian universities with the support of the Ministry of Education, University and Research, the purpose AlmaLaurea is to act as a point of contact between businesses and graduates, a reference within universities for anyone (students, businesses, etc...) working in the field of university studies, employment and the condition of young people at different levels.

Average of similar study programmes (belonging to the same group)

Average of the Study Programmes (which belong to the subject group)

Calculated average which refers to all study programmes of the same cycle which belong to the subject group.

There are four groups, composed as follows:

- BIOMEDICAL group: Study Programmes of the Schools of Pharmacy, Biotechnology and Sport Science; Medicine; Agriculture and Veterinary Medicine

- SCIENTIFIC-TECHNOLOGICAL group: Study Programmes of the Schools of Engineering and Architecture; Sciences

- SOCIAL SCIENCES group: Study Programmes of the Schools of Economics, Management, and Statistics; Law, Political Sciences

- HUMANITIES group: Study Programmes of the Schools of Arts, Humanities, and Cultural Heritage; Foreign Languages and Literatures, Interpreting and Translation; Psychology and Education

CFU University Learning Credits

University Learning Credits (CFU) were introduced under Italian Ministerial Decree no. 509/99 to comply with European legislation, and are a measurement of the volume of learning, including individual study, required of students; generally 1 CFU corresponds to 25 hours of a student's "overall learning effort".

Class

Degree classes group together study programmes of the same level and with the same key learning outcomes and available learning activities for a given number of credits and in sectors which are identified as indispensable. The features of the classes are set nationally, by Ministerial Decree, and are therefore common to all universities.

Cohort

Cohort refers to a group of students enrolled in the same academic year.

Enrolment status

In terms of enrolment, students may be:

- **Regularly enrolled**: students enrolled for as many or fewer years than the legal duration of the study programme, who do not fall into any of the following categories;

- **Not aligned with the exam schedule**: students who, without having graduated, have enrolled in all the years of the study programme and which, for programmes with compulsory attendance, have obtained all attendance certificates;

- **Repeating**: students re-enrolling in the same year of a programme again. Starting from academic year 2009-2010, students who have not fulfilled the assigned additional learning requirements within the deadline have to enrol in the 1st year as repeating students.

Entrance exam

Enrolment in a study programme may be free access or restricted access.

For all programmes with restricted access, candidates are required to sit an entrance exam and there are a limited number of places available. The entrance exam is a test which is used to draw up a graded list of candidates; students may enrol in the programme according to their place in the list. The methods of managing the call for applications and the list of candidates, including the methods for filling any unclaimed places, may vary from year to year. The test may be specific to a Degree Programme or may be part of a single exam covering several programmes from the same university or from other universities (during the registration the students should indicate their first choice).

The following definitions apply:

Available places = the number of places laid down in the call for applications to the Study Programme, or determined by subsequent legal provisions; these exclude any additional places reserved according to special provisions of the programme (e.g. for international study programmes, they do not include places for foreign students selected from other universities; for all programmes with restricted access regulated nationally, these do not include the places reserved for transferring students).

Number of candidates for the exam = number of students registered for the exam indicating the study programme as their first choice;

Number of participants in the exam = number of students participating in the exam indicating the study programme as their first choice;

Number of participants in the exam for every available place = number of students participating in the exam who indicated the study programme as their first choice as a ratio of the number of places available on the programme.

First year enrolments

This includes all students enrolled in the first year, including those joining the study programme in its first year through transferrals, as well as those enrolled in the first year but not for the first time (e.g. repeating students).

New Careers

Students who start a new university career (excluding transfers) from year one in a second cycle programme.

Passages and transfers

Passage: when a student applies to move to a different study programme from the one enrolled in the previous year, within the same university.

Transfer: when a student transfers from a study programme in one university to any programme in another university.

Registered students

Students who begin a career in the Italian University System for the first time and who enrol in the first year (i.e. for whom no previous university careers are recorded) of a First Cycle (L509, L) or Single Cycle programme (LSCU, LMCU)

Statistical Observatory of the University of Bologna

The Statistical Observatory was founded in 1997 in order to "provide the university governing bodies with a reliable and timely documentary and monitoring database aiming to promote decision-making processes and planning, particularly of learning activities and other services targeting the student population" (art.1 of the Founding and Operational Regulation). Following the disabling of the Statistical Observatory, as resolved by the Board of Governors on 14 December 2010, from the second semester of academic year 2010-11 the survey and subsequently analysis of the attending students opinion is cared for the University of Bologna by Academic Affairs Division - Quality Assurance Department and Control and Finance Division - Support Planning and Evaluation Department. The overall results and the methods of collection and analysis are described in the document published online on the Statistical Observatory of the University of Bologna.

University DataWarehouse

In information service for the managers of the University of Bologna organisational departments which gathers, integrates and reorganises data from various sources and makes it available for analysis and evaluation for the purposes of planning and decision-making.

Withdrawal

Suspension of studies by students who do not register in the next academic year, or who drop out from the degree programme.