

The LIUC, keeping up with the times; new courses presented

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The Carlo Cattaneo University is trying to keep up with the times and, as has been its habit for a number of years, is presenting **new courses that extend the already large selection in the three faculties of engineering, law and economics**. After the introduction by the Director, Mario Colli, the new courses identified were presented in detail, by the respective deans (Helg, for business administration, Zizzo, for law, and Noè, for management engineering), starting with the Business Administration degree in “Communication, Marketing and New Media”; the new formula for the Master’s degree course in Business Administration and Management dedicated to “Human Resource Management”; new training courses for the legal professions, that concentrate on Civil Law, Penal Law and Commercial Law, with experiential activities, and the opportunity to follow a whole year plus one term, entirely in English, as part of Global Lawyer, a new Management Engineering degree course on “Energy and Sustainability”; and a new Master’s degree course in Management Engineering on “Health Care System Management”.

BEYOND MARKETING – In short, these were the innovations presented to the press this morning in the university. Particular interest was aroused by the new course linked to the Business Administration degree on Communication, Marketing and New Media. “The course examines the new model of **Communication and Marketing for the New Media: Socialing**, devised and created to have a direct, authentic and reciprocal relationship with clients, through the New Media and Social Networks,” the lecturer, Andrea Farinet, explained. “It examines the communication models and specific language styles of the various New Media (Web 3.0 Social Networks, Blogs, Mobiles, podcasts, etc.) of digital communication and of the new relational contexts that are created.”

The course is run in partnership with some important Italian and international players, such as Poste Italiane/Postel (Direct Communication Workshop), TBWA (Creativity

Workshop), LifeGate (Workshop on the Green Economy and Sustainability), and BTicino (Workshop on Domotics and the home of the future) offers three “experiential workshops” in anticipation of Expo 2015, in the sectors of food-agriculture, cultural tourism, wellbeing, health and prevention.

THE MANAGER ON THE WARD – A certain interest was also aroused by the new Master’s degree course in **Health Care System Management**, which is completely new, which has no precedents in the Italian university system and is offered in partnership with the San Raffaele Hospital in Milan. “Thanks to these partnerships, it offers internships, study cases and specific projects,” the lecturer, Emanuele Porazzi, explained. “It is the result of the research and training in Management in Health, which has been carried out for years at the LIUC by CREMS (Centre for Research in Economics and Management in Health and Social Welfare).” This new course trains management engineers, who are already employed in many private and public hospitals, particularly in the areas of logistics and of organisation as a whole. This figure responds to the considerable changes that have taken place in the health sector in the most recent years, in terms of patient characteristics (elderly, polychronic), and of the availability of health technologies (drugs, vaccines, assistance programmes, guidelines and diagnostic, therapeutic and assistance procedures, etc.) The other innovation for the management engineers in the three years **is the course on energy and environmental sustainability**, which is increasingly demanded in company production processes and processes that require careful guidance with respect to the new technologies that can help in this respect.

THE GLOBAL LAWYER – For the degree in law, the dean of the faculty emphasised the difficulty for new graduates to enter a sector that is already full; thus, to increase the chances of employment for future graduates, a specialisation course, in English, has been devised, for them to become “**global lawyers**” and to work abroad, thanks to one year and one term entirely in English, with the aims of creating professionals that can assist companies that operate in the global market, work in the large, international-sized firms, in companies and in all professional organisations that require an international perspective, of examining the study and practice of the European and international regulations that concern company law, contract law, intellectual property, civil and penal procedural law, tax law, and of acquiring a good command of technical English, applied in this sector.

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