

News release

MScom expands into Asia

Executive Master in Communications Management goes global

Lugano (Switzerland) – March 17, 2011. The Executive Master of Science in Communications Management (MScom), one of the leading program of its kind, is partnering with the Master of Communication Management of the Singapore Management University (SMU) to offer participants the opportunity to study in Europe, Asia and the United States, which will allow them to understand and manage communication in different cultures throughout the world.

The Università della Svizzera italiana (USI) has announced that its Executive Master of Science in Communications Management (MScom) will partner with the Master of Communication Management of the Singapore Management University (SMU). The two programs will be run jointly to provide to their participants the first global master programs in communication management in the world. The first joint class will start in January 2012. MScom students will spend three sessions together with their Asian colleagues in Singapore, Lugano and at the UCLA Anderson School of Management in Los Angeles.

Professor Francesco Lurati, Academic Director of the Executive MScom Program, said: “We are delighted about the partnership with SMU. The module in Singapore is an ideal complement to our existing curriculum and will give MScom participants unique insights into Asian cultures and the underlying forces that are driving governments, societies and communities in this dynamic region.”

“The value of the MScom classroom learning experience will be enhanced by interacting with colleagues from different cultural and professional backgrounds in Asia. In addition, participants will develop a global network that will remain an asset for life”, said Nina Volles, Managing Director, Executive MScom Program.

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About the Università della Svizzera italiana

The Università della Svizzera italiana (USI) – also known as University of Lugano – is part of the Swiss university system. It is the leading Swiss institution in communications research and the only Swiss university with a fully-fledged communications faculty. Established in 1996, it is a young and dynamic university, benefiting from a unique geographic, and cultural location with a broad international outlook. Faculty and students come from 107 different countries across the globe, contributing to a cosmopolitan and multicultural environment. www.usi.ch

Its Executive Master of Science in Communications Management (MScM) is a part-time postgraduate program for experienced communications professionals. An international teaching faculty of more than 30 professors from renowned institutions around the world ensures the program's academic excellence and its global orientation. In its first 11 years, the Executive MScM Program has educated more than 240 communications professionals from around the world

www.mscom.usi.ch

About the Singapore Management University

The Singapore Management University (SMU) is internationally recognized for its world class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. Home to 7,000 students, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law and School of Social Sciences, offering a wide range of bachelor's, master's and PhD degree programs in business and other disciplines. Close relationships with leading universities, including The Wharton School, Carnegie Mellon, the University of Pennsylvania and the University of Chicago's Booth School of Business, allow SMU to draw on their academic and research strengths in various collaborations. The SMU city campus is a state-of-the art facility located in the heart of downtown Singapore, fostering strategic linkages with the business and wider community. www.smu.edu.sg