



UNIVERSITÀ
IULM





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W
Welcome

For too many years, the Italian university has been designed, planned, and governed according to the professors, their interests, publications, and careers. Very few are still capable of “carrying the torch”, of transmitting the passion of knowledge and the magic of culture.

Ensnared by algorithmocracy and increasingly suffocating bureaucracy, the Italian university has largely stopped performing what should be its primary function: training the managers for tomorrow's Italy.

Cinema has taught me to be visionary, always to look ahead. Being a visionary today means finding the strength to bring the passion for knowledge and culture and culture back into classrooms



and the country, making people understand that there can be no form of democracy without widespread expertise.

As Rector, that's what I'm fighting for. To put students back at the centre. And to encourage widespread, participatory cultural democracy. With collective governance and choices that, I hope, will be courageous and shared, I will do everything I can to ensure that IULM becomes a virtuous and innovative model in the Italian university system.

The Rector
Prof. Gianni Canova

History

— *Fifty years of history,
towards the future*

The history of Università IULM began 50 years ago in 1968 when it was founded by Professor and French scholar Silvio Baridon and his childhood friend, the senator and literary scholar Carlo Bo.

8 ■ The two intellectuals, who had already founded the famous **Scuola Superiore per Interpreti e Traduttori** in via Silvio Pellico in 1951, set up a university institution with no equal in Italy, in Italy, which focused its academic and research activities on the importance of learning foreign languages, a means by which Italy could regain a central role in the international market.

From this far-sighted idea, **I.U.L.M. - Istituto Universitario di Lingue Moderne** - was born.

During the 1980s and 1990s, under the rectorate of first **Prof. Alessandro Migliazza** and then **Prof. Francesco Alberoni**, the University began to grasp the importance of the **communication and public relations sector** within both the cultural and socio-economic spheres.

The **first Italian degree course in Public Relations** was thus set up. This was consolidated in the 1990s with the establishment of the **Faculty of Communication and Entertainment Sciences**, the first in Italy, which joined the historic Faculty of Modern Languages, Literature and Culture.

To proudly express the autonomy of its choices, in 1998 it associated the name IULM with the declaration of "Libera Università di Lingue e Comunicazione" ("**Free University of Languages and Communication**").





Carlo Bo
— *Founder and President*
from 1968 to 2001



Silvio Federico Baridon
— *Co-founder and Director*
from 1968 to 1983



Alessandro Migliazza
— *Director*
from 1983 to 1997



Francesco Alberoni
— *Rector*
from 1997 to 2001



Giovanni Puglisi
— *Rector*
from 2001 to 2015



Mario Negri
— *Rector*
from 2015 to 2018



Gianni Canova
— *Rector*
currently in post

With the arrival of the new millennium, and under the rectorate of **Prof. Giovanni Puglisi**, Università IULM - always sensitive to the stimuli of the changing world - decided to decisively focus on expanding its academic programmes and became a centre of excellence in the fields of **tourism** and the **enhancement of cultural heritage**.

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It was the first university in Italy to inaugurate a **Bachelor's degree course in Tourism Sciences** and add a **Master's degree** course dedicated to the **strategies, management, and communication of cultural assets and events**.



Under the leadership of **Prof. Mario Negri** as Rector, IULM was a **vibrant, dynamic and contemporary university**. Its ability to evolve according to the needs and new trends of the market has led the University to be able to boast an innovative, constantly evolving academic programme capable of covering multiple disciplinary areas: from foreign languages to institutional and corporate communication; from cinema to new media; from music publishing to literary publishing; from the promotion of cultural heritage to tourism.

■ 11

The future - under the leadership of Prof. Gianni Canova, the first professor of cinema to become Rector of an Italian university - opens up to an increasingly international vision, in which the as an academic centre of excellence for the training of future leaders.

■ 1968

Carlo Bo and Silvio Baridon found the "Istituto Universitario di Lingue Moderne" - IULM.

■ 1970s

The University focuses its activities on foreign language teaching with the aim of opening up to international markets.



■ 1980s

The School of Public Relations is founded.



■ 1990s

The first public relations course is founded and, within the historic Faculty of Foreign Languages and Literature, is joined by the Faculty of Communication and Performing Arts, a pioneer in Italy.

■ 1998

The University associates its title with the wording "Libera Università di Lingue e Comunicazione" ("Free University of Languages and Communication"), to proudly express the autonomy of its choices.



■ 2000s

The University expands its academic programme to include degree courses in Tourism and Cultural Heritage.

**THE FUTURE OPENS UP
TO THOSE WHO LEARN HOW
TO MANAGE CHANGE, THOSE
WHO COMBINE KNOWLEDGE
AND KNOW-HOW,
AND TO THOSE WITH
A CRITICAL SPIRIT,
STRATEGIC VISION AND
EMOTIONAL INTELLIGENCE**

**IULM IS THE UNIVERSITY
OF DYNAMIC KNOWLEDGE
AND KNOWLEDGE EVOLUTION**



IULM is
F
Future

Mission

— *Theory and experience,
to shape the people
of tomorrow*

Università IULM's mission is to train professionals able to meet the challenges and seize the opportunities that emerge from international markets and scenarios and shape people who are aware of themselves and their value.

IULM guarantees its students a complete cultural background and a solid preparation, a mix of theory and practical experience: an integrated approach that has always proved to be extremely useful for successfully entering the world of work and for self-fulfilment.

Università IULM has always had a pioneering character: over the years, it has anticipated trends and adapted to changes, acting as a dynamic interlocutor in a continuously evolving system.

Today, it is well-rooted in the socio-economic mechanisms of its local area. This privileged position allows it to get closer to critical extra-academic situations to develop projects of common interest that produce added value for teaching and research.



Vision

— *Our values,
our objectives*

18 ■ Authority, expertise, innovation, excellence, awareness and inclusion. These are the values that inspired the foundation of the University and which take shape above all thanks to a comprehensive, contemporary, international **teaching model** to prepare tomorrow's professionals for a continually evolving world.

For 50 years, with a strong vocation for integrating cultural preparation and professional and professional skills, Università IULM has positioned itself as a **meeting point** between the **academic world** and the **labour market**.



IULM is distinguished by an academic programme that combines solid academic training with **practical experience**, through meetings, workshops, partnerships with companies and real experience in the field: unique opportunities to come into contact - both in Italy and abroad - with the best **professionals in the working world** and to increase expertise, cognitive abilities and interpersonal skills.



**SINCE 2007 IULM HAS
BEEN THE UNIVERSITY
IN LOMBARDY WITH
THE HIGHEST
GROWTH RATE***

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* + 38%. Source: "Osservatorio del Mercato del Lavoro e della Formazione": 2018 Report



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**Students employed
one year after graduation**

71,9%*

Bachelor's degree graduates

79,7%

Master's degree graduates

*Figure obtained by isolating IULM Bachelor's degree graduates who, after graduation, never enrolled in a second-level degree course (65.6%).

Source: Almalaurea 2020

IULM is
E
 Excellence

Contemporary learning

— *The teaching model
 that prepares for the future*

The challenges of the future demand new specialisations every day. Only a continually evolving teaching model allows us to proceed at the speed of change.

At the heart of Università IULM's training activities is the student, to whom the University is committed to transmitting - first and foremost - a passion for knowledge and an awareness of the value of knowledge and skills. To this end, the University intends to promote, in every way possible, innovative teaching processes that transform the classroom into a community in which knowledge circulates and is generated by comparison and not by mere vertical distribution from above.

Università IULM offers **seven Bachelor's degree courses and 7 Master's degree courses** (some of which offer the possibility of double degrees with foreign universities) in the areas of Communication, Marketing, Television, Cinema and New Media, Languages, Tourism, Arts, Cultural Heritage and Fashion. There are two Master's Degree Courses - Dual Degree - entirely in English, plus the English version of the degree course in Corporate Communication and Public Relations.



Academy programmes

— *The degree courses*



FACULTY OF INTERPRETING AND TRANSLATION

BACHELOR'S DEGREES

- Interpreting and Communication (Dual Degree)
- Modern Languages for Digital Humanities*
* awaiting Ministerial approval

MASTER'S DEGREES

- Specialized Translation and Conference Interpreting
 - Conference Interpreting
 - Specialized Translation (Dual Degree)

FACULTY OF COMMUNICATION



BACHELOR'S DEGREES

- Communication, Media and Advertising
- Comunicazione d'impresa e relazioni pubbliche (Dual Degree) (in Italian)
- Corporate Communication and Public Relations (in English)

MASTER'S DEGREES

- Artificial Intelligence for Business and Society*
* awaiting Ministerial approval
- Marketing, Consumption and Communication
 - Retail Management
 - Brand Management
 - Digital Marketing Management
- Television, Cinema e New Media (Dual Degree)
 - Cinema and New Technologies
 - Television and Cross Media
 - New media and Digital Art
- Strategic Communication (Dual Degree - taught in English)



FACULTY OF ARTS AND TOURISM

BACHELOR'S DEGREES

- Arts, media, cultural events
- Tourism, management e culture
- Fashion and creative industries

MASTER'S DEGREES

- Art, Valorisation and Market
- Hospitality and Tourism Management (Dual Degree - taught in English)

IULM Communication School

— *Post-graduate academic programmes*

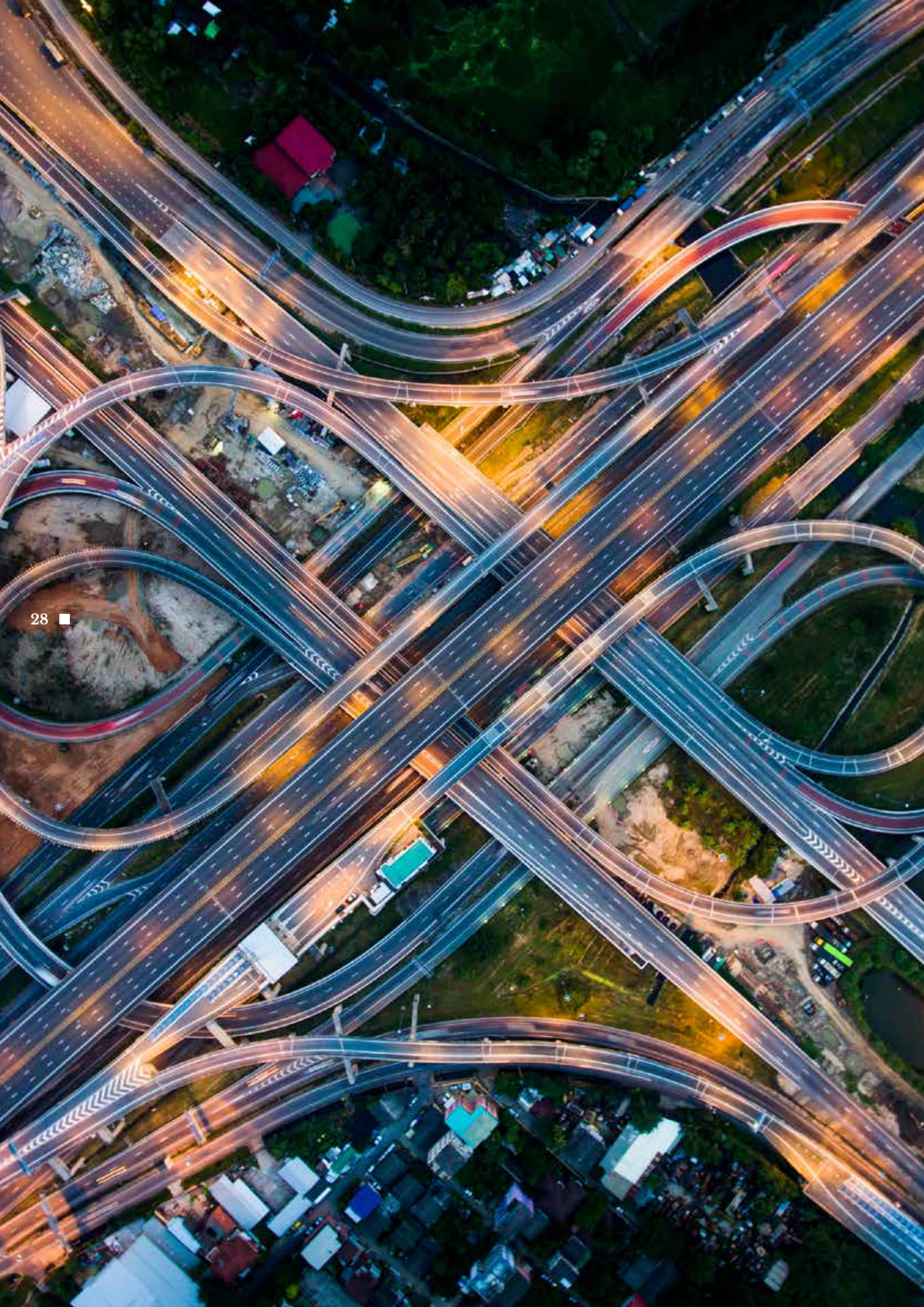
Università IULM offers **outstanding post-graduate education** through close links with the world of work and the professions; it relies on **exceptional faculty** and **innovative teaching methods**.

IULM Communication School, the Business School of Università IULM, through university Master's degrees and Executive Courses, offers high-level Master's degrees on communication in the fields of **Food, Fashion, Design, Tourism**, International Relations and **New Media**, not forgetting the **Master's in Journalism**, in association with Mediaset. The IULM Communication School prepares students and professionals for international contexts and careers by offering them experience in the **world's most prestigious companies**, through study tours in Europe and the United States and training sessions held by lecturers from all over the world.



Thanks to its **ongoing relationship with major partner institutions**, IULM Communication School can boast a faculty made up of Visiting Professors from the main international universities and high-level professionals. The team of each Master's is prepared to follow each student to enable the **best possible profiling** of his/her educational pathway and career.





**THROUGH
AN INTERNATIONAL
FACULTY
AND THE ONGOING
RELATIONSHIP WITH
MAJOR COMPANIES
AND INSTITUTIONS,
IULM REDUCES
THE DISTANCES
BETWEEN STUDENTS
AND THE WORLD
OF WORK**

IULM is **I**
Innovation

Departments of research

— *A laboratory in constant evolution to meet future challenges*

A university is not only a place for spreading knowledge but also for the **creation of new understanding**. For this reason, Università IULM makes research work the main tool for growth to face the challenges of the future.

The University **promotes both theoretical and field research** with the strategic objective of contributing to reducing the gap - evident in the humanities sector - between theoretical knowledge, empirical practice and labour market needs.

IULM is today one of the most active research and training centres in communication, tourism and languages. It is a **continually evolving workshop**, constantly producing new resources, not only for the University but also for civil society, institutions and businesses.

Its PhD students are currently supported by Università IULM's research centres and workshops, such as the Neuromarketing Research Centre "Behavior and Brain Lab", the Multimedia Workshop and the Journalism Workshop.

Over the years, Università IULM's **financial allocations** have been **steadily increasing**, including the provision of scholarships, research grants and doctoral scholarships, but also the recruitment and training of young scholars.



Departments:

- The "Carlo A. Ricciardi" Department of Business, Law, Economics and Consumer Behaviour
- The "Giampaolo Fabris" Department of Communication, Arts and Media
- Department of Humanities Studies

Teaching workshops:

- Multimedia
- Theatre Workshop

Innovation centres:

- IULM AI LAB – Artificial Intelligence for Business & Humanities

Research centres:

- Behavior & Brain Lab
- Strategic communication (CECOMS)
- Euresis Centre for Diagnosis, Intervention DSA Research
- Centre for Employee Relations & Communication (CERC)
- HumanLab
- IULM Wine Institute
- Retail Brand Communication Observatory
- Public Communication, Public Branding and Digital Transformation Observatory



**IULM IS THE
UNIVERSITY OF
DYNAMIC KNOWLEDGE,
EVOLUTION AND
KNOWLEDGE THAT
SHAPES PEOPLE WHO
ARE AWARE OF THEIR
VALUE, IN AN
EVER-CHANGING
WORLD**

IULM is



International

International relations

— *A global network of opportunities*

International relations are a central aspect of Università IULM's mission and work.

To this end, the University promotes and manages **projects related to internationalisation**; it organises information sessions, meetings and intensive programmes and collaborates in initiatives that encourage intercultural exchange and professionals' development for the global market.

Through **Erasmus, Exchange, Semester Abroad, Summer School** projects and through the creation of profiled programmes, IULM encourages its students and lecturers to spend a period of study and work abroad. It participates in the main European projects and is committed **to building a network of exchange agreements** and double degrees through active collaborations and partnerships with more than **150 international universities and institutions**.



Università IULM has established exchange agreements with more than **150** international universities and every year receives students from all over the world.

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The number of study tours, traineeships abroad and summer school is growing. Students have the opportunity to work in increasingly dynamic and international contexts.

■ **Student mobility**

(Erasmus, Exchange, Semester Abroad, Dual Degree, Summer School)

■ **Mobility for teachers**

(Erasmus)



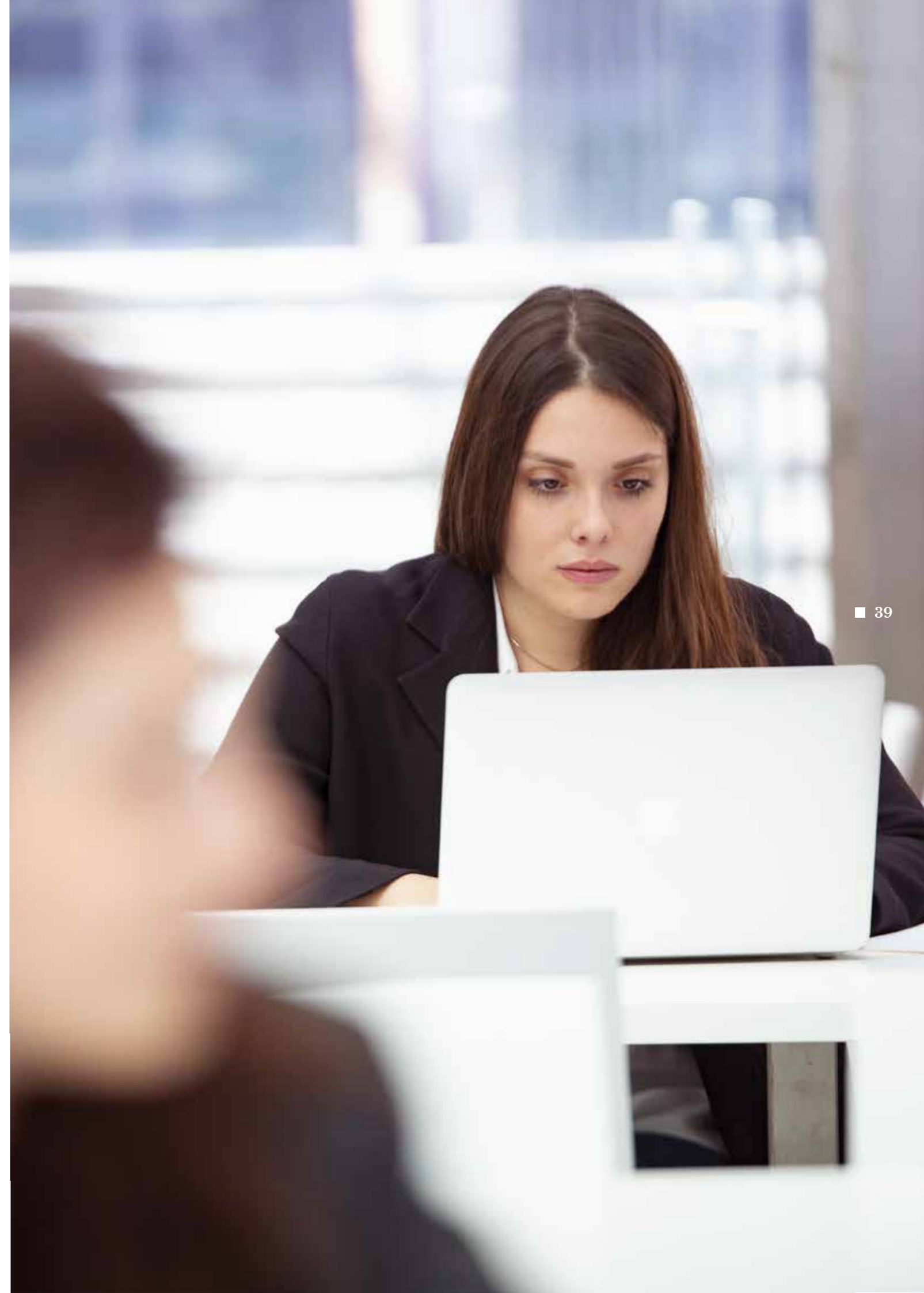
■ 37

Università IULM provides students with high-profile experiences all over the world and organises annual **study tours** and **curricular internships** in all five continents.

On the international front - a strategic one in the coming years - Università IULM is developing a wide **network of international scientific cooperation**, through which it invites Visiting Professors from all over the world to its premises and allows its researchers to work for short or long periods at other institutions of high educational standards.



**UNIVERSITÀ IULM
HAS EXCHANGE
AGREEMENTS WITH
MORE THAN 150
INTERNATIONAL
UNIVERSITIES
AND EVERY YEAR
RECEIVES STUDENTS
FROM ALL OVER
THE WORLD**





IULM is
C
Community

IULM and the local area

— *A university at the service of the city and the local community*

What is expected of the university today is that it produces new knowledge and does so with the cultural needs of the social strata linked to the surrounding area in mind.

The University's work is strongly characterised by a stellar range of activities aimed at involving not only students and academics but also the local community, which has always had at its heart the theme of the Third Mission and the related theme of urban redevelopment and regeneration of the territory in which it lives.

Thanks to the collaboration between the public and private sectors, there are many projects in this area, for example, the **large events open to the public** and the **renovation of Cascina Moncucco**, inaugurated in September 2016.



There are many initiatives and potentialities still to be developed to continue to offer more and more opportunities for sharing, culture, learning and meeting, at the **service of the city and its citizens**, first and foremost those who live in the area and neighbourhood where Università IULM is located.

Campus

— *Modern and functional facilities to offer the best spaces and services to students*

An example of global architecture, the Università IULM campus, adds further value to its teaching excellence. The University is an ultra-modern, technologically advanced complex with facilities and places designed to provide space for study and research, but also for socialising.

Since 2000, a garden and seven new buildings have been erected around the central building to house classrooms, departments and research buildings, the university bookshop, catering services and the student residence.

Cascina Moncuoco, recently renovated by IULM thanks to the contribution of the Ministry of Education, the Lombardy Region and the Municipality of Milan, is used as a residence for IULM students and cultural and training activities open to the local area.



On the one hand, it houses a student residence for about 100 students; on the other, in some indoor and outdoor spaces, it offers cultural activities for citizens organised by IULM. This is a project with a strong social value that could become a virtuous model for similar organisations.



IULM Open Space, the most recent of the IULM Campus buildings, is a space designed to encourage the exchange and contamination of cultures and knowledge. Harmony and colour, lines and lights, spaces and windows, simplicity and elegance are the features of this monumental complex that opens up to the city as a meeting place for the area and its people.

With the **Auditorium**, the "**Sala dei 146**" and a large **exhibition space** - prestigious venues for concerts, congresses, cultural and artistic events - the University reinforces its calling as a multi-purpose cultural centre for the city of Milan.

**THE IULM CAMPUS:
A SPACE DESIGNED
TO ENCOURAGE
THE EXCHANGE
AND CONTAMINATION
OF CULTURES
AND KNOWLEDGE
WITH THE CITY**





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