

## TRACCIA 1

- Indicare quali strumenti è necessario utilizzare per monitorare la soddisfazione di un cliente in un progetto di formazione continua.
- Descrivere quali sono i possibili rischi derivanti dall'uso di canali social per la promozione di un progetto di formazione continua.

### *The value of experience*

The Specializing Master's programmes and the lifelong learning courses promoted by Politecnico di Torino confer a well-recognized qualification that participants achieve after a high-level training path. Companies recognize the value of the knowledge offered by our courses, in which participants learn innovative techniques and technologies and gain interpersonal and transversal in-demand skills. The cooperation between our academic teaching staff and company experts, the high-quality education provided by one of the most renowned Italian University, a high level of internalization, with 70% English-taught courses and students from almost 100 countries, are the key features of the courses offered by the Specializing Master's Programmes and Lifelong Learning School of Politecnico di Torino.

## TRACCIA 2

- Elencare quali sono le tipologie di Master attivabili al Politecnico di Milano.
- Descrivere quali strumenti social utilizzerebbe per comunicare l'attivazione di un Master e perché.

### *Specializing Masters*

Spend a year immersed in a specializing programme covering a specific sector or business function. With our specializing master's programmes, we are offering you an intense and practical learning experience. This programme is closely connected to the world of companies, where you will learn specialist and management skills, enabling you also to gain practical tools and a network of valuable contacts. These are elements that will help you enter the workplace and/or grow professionally towards taking on greater responsibility in the fields where you work. You can choose between a full-time or a part-time programme, and all our master's courses last about a year.

### TRACCIA 3

- Descrivere i pilastri del Codice Etico del Politecnico di Milano e quali connessioni hanno con i principi di gestione della Qualità.
- Impostare in breve una strategia di promozione di un evento di formazione continua attraverso i canali social.

#### *Specializing Master and Lifelong learning*

The Specializing Master's programmes and the lifelong learning courses confer a well-recognized qualification that participants achieve after a high-level training path. Companies recognize the value of the knowledge offered by our courses, in which participants learn innovative techniques and technologies and gain interpersonal and transversal in-demand skills. The cooperation between our academic teaching staff and company experts, the high-quality education provided by one of the most renowned Italian University, a high level of internalization, with 70% English-taught courses and students from almost 100 countries, are the key features of the courses offered by the Specializing Master's Programmes and Lifelong Learning School.

#### TRACCIA 4

- Spiegare chi è il RAQ e quali sono le sue mansioni secondo la ISO 9001:2015.
- Descrivere quali sono le caratteristiche principali di LinkedIn e come può essere sfruttato per promuovere un progetto di formazione continua.

Post-graduate Master's are courses aimed at the pursuit of higher education, subsequent to the achievement of a bachelor or master's degree, which award an academic degree. The University of Pavia activates every year (or every two years) Post-graduate Master's Courses of I and II level and eventually Post-graduate Master's Courses on the basis of specific agreements with other national and international universities, as well as Post-graduate Master's Courses in collaboration with public and private external bodies, on the basis of special agreements. Attendance of course's activities is compulsory for at least 75% of the total number of hours. The attendance of the Courses is NOT compatible with the simultaneous enrolment in other academic courses requiring compulsory attendance (exception: when labs and stages are the only activities requiring attendance).

## TRACCIA 5

- Descrivere le differenti modalità di erogazione della didattica all'interno dei prodotti formativi della formazione continua evidenziando rischi e opportunità per ognuna di esse.
- Descrivere quali sono le caratteristiche principali di Instagram e come può essere sfruttato per promuovere un progetto di formazione continua.

Advanced programmes offer professional, scientific and cultural updating through flexible and short-term courses, divided into lectures and other educational activities. The specialization courses of the University of Milan are offered from October to July, through Rectoral notices containing all the information needed for access to the programmes. What is the difference between an advanced training course and a vocational master? Both are postgraduate training programmes aimed at developing high quality professional skills. They aim to deepen previously acquired knowledge through learning paths or professional activities and, therefore, they are addressed both to those who intend to continue their studies and to those who are already employed and interested in raising their skill levels.

## TRACCIA 6

- Illustrare le differenti caratteristiche di un Master e di un evento di formazione continua in termini di titolo rilasciato e spendibilità dello stesso.
- Descrivere quali sono le caratteristiche principali di Twitter e come può essere sfruttato per promuovere un progetto di formazione continua.

### *Higher Education Postgraduate programmes*

The University of Milano-Bicocca offers various post-graduate courses (I and II level Masters, specialization courses and training courses, executive courses, ECM) and aims at providing skills and creating profiles responding to the requests of job market. The Masters aim to offer professional training that can be spent on the job market; they promote scientific updating and the professional retraining for those who are already on a job path. On the other hand, the specialization courses are designed as professional updating or retraining or in-depth analyses in specific topics.

The Lifelong Learning Courses (executive/with or without credits), are usually aimed at people who have already entered the job market or who have already started their own career path. They are aimed at professional updating and developing higher skills and abilities.

## TRACCIA 7

- In riferimento agli standard ISO 9001:2015, descrivere le azioni di progettazione di un corso post Laurea e le modalità di monitoraggio delle stesse.
- Elencare quali sono le principali finalità di utilizzo dei social network per un'università.

We are looking for curious people, open to the new and with a passion for technology to build together the future of energy. Your journey to discover the world of energy starts at the University. We offer a twelve-month training course and transversal technological frontier topics. You will be able to deepen the fundamental technical aspects of the energy sector both from conventional sources and from the new renewable energy sources, the real key to success to face the future challenges in our sector together with green chemistry, biomass valorization, smart materials. You will also address the topics of big data and digitalization in support of energy. Through the Specializing Master you will also develop the so-called "soft skills", necessary to operate in a challenging and constantly evolving context.

## TRACCIA 8

- Descrivere le tipologie di destinatari e i requisiti di accesso delle attività didattiche post laurea (esclusi i Dottorati di Ricerca) del Politecnico di Milano.
- Descriva quali sono le caratteristiche principali di Facebook e come può essere sfruttato per promuovere un progetto di formazione continua.

### *Lifelong learning*

Lifelong learning is currently an integral part of the mission of the main academic institutions of the country, stimulated by the demand for knowledge and constant updating expressed by many sectors of society. The Lifelong Learning programs promoted by the University of Milan-Bicocca are studied specifically for the different training needs and guarantee a complete preparation for entering the world of work but above all for the requalification of the professional skills already acquired. The offer is divided into different types of courses, as well as the organization of congresses, conferences, seminars, workshops and study days. The courses are available in Italian.



## TRACCIA 9

- Descrivere cosa si intende per Politica della Qualità.
- Quali sono le principali caratteristiche delle Storie Instagram e come possono essere sfruttate per promuovere un progetto di formazione continua.

*What is the difference between 2-year M.Sc. degrees and 1-year Specialising Masters?*

The 2-year M.Sc. degree is an academic degree of 120 ECTS, requires a similar academic background for access, provides advanced academic knowledge in highly specialized areas. You will write a final dissertation and the degree enables you to apply for a PhD at any Italian or international university, as well as to internships/ job opportunities.

The 1-year Specializing Master is a professionalizing diploma of at least 60 ECTS, welcomes students from different academic backgrounds, the program focuses on specific topics and provides practical skills. There is dedicated time for an internship/project work and you will not write a final dissertation. The diploma does not give you direct access to a PhD but leads to internships/ job opportunities.

## TRACCIA 1

Illustrare le tipologie di formazione continua o *post lauream* disponibili al Politecnico di Milano per le aziende evidenziando:

- i diversi obiettivi per l'azienda in relazione alle tipologie;
- le fasi gestionali dalla rilevazione del fabbisogno formativo alla chiusura del percorso, considerando le implicazioni legate alla Qualità ISO 9001:2015

## TRACCIA 2

Descrivere il processo di istituzione, promozione e gestione di un Master universitario del Dipartimento di Energia del Politecnico di Milano evidenziando le fasi e gli attori coinvolti. Analizzare tutti gli eventuali rischi e le azioni per mitigarli.

### TRACCIA 3

Un docente del Politecnico di Milano decide di attivare un evento di formazione continua presso il Dipartimento di Energia: descrivere il processo di attivazione, le fasi di erogazione e la strategia comunicativa necessaria per promuoverlo. Infine presentare gli strumenti utilizzabili per monitorare e verificare il raggiungimento dell'obiettivo didattico e la soddisfazione del cliente.