



## FACULTY OF COMMUNICATION

### BACHELOR S DEGREE COURSE IN CORPORATE COMMUNICATION AND PUBLIC RELATIONS (and previously offered courses) BACHELOR S DEGREE COURSE IN COMMUNICATION, MEDIA AND ADVERTISING

#### ORGANISATION AND EVALUATION PROCEDURES FOR THE FINAL EXAMINATION ACADEMIC YEAR 2022/2023 (BACHELOR S DEGREE COURSES Ministerial Decrees 509/99 and 270/04)

#### 1. Characteristics of the Final Examination

The final examination consists of a brief presentation to a Board of three professors (the Examination Board), as provided for in the Regulations for the presentation of the final dissertation, on a subject related to one of the courses included in the Study Plan, on which the student has prepared a written dissertation in the form of an article, an essay or a case study based on an explicitly formulated question. It must be between **40,000 and 80,000 characters** in length with spaces included, and must include an adequate bibliography.

For their presentation students will be allowed to use multimedia aids with content of no more than three minutes in length.

The final examination will be assessed on the basis of the student's ability to: a) research information from different sources; b) organise and structure a written paper; c) write and present their paper appropriately.

For their presentation, and in agreement with their supervisor, students will be allowed to use multimedia aids.

Students graduating from the degree course in Corporate Communication and Public Relations held in English must write their dissertation in English. The presentation will also be in English.

#### 2. Assignment and registration of the subject of the Final Examination

The subject of the Final Examination (the title ) is assigned subsequent to the request presented by students who have acquired and registered at least 90 CFU credits at the start of the final year of their course or in any case around six months prior to the degree session during which they intend to take the Final Examination - by a Professor (the "Supervisor") officially teaching a course included in the candidate s Study Plan. Students may also choose from elective courses as long as they are consistent with their main training programme. The form for registering the title is available on the personal online page in the section *Laurea > Conseguimento titolo* . After agreeing on the definitive title with their Supervisor, students may complete registration procedures through the [Online services](#), in the section *Laurea > Conseguimento titolo* , in accordance with the following deadlines:

- **16th February 2023 for students intending to take the Final Examination in the July 2023 session**
- **31st May 2023 for students intending to take the Final Examination in the November 2023 session**
- **5th October 2023 for students intending to take the Final Examination in the April 2024 session**

Students whose title was approved more than five years ago (titles approved before **1st July 2018**) are required to contact their Supervisor to verify its continued validity, failing which the approved title will be deemed invalid.

#### 3. Admission to the Final Examination

Students who have received approval of the title and who have acquired (or expect to acquire) all the CFU credits required in accordance with their Study Plan, must present their application for admission to the Final Examination (degree application ) at least two months before the degree session during which they intend to take the Final Examination. The degree application form is available on the personal online page in the section *Laurea > Conseguimento titolo*. After agreeing on the registration of the degree application with their Supervisor, students may complete registration procedures through the [Online services](#), in the section *Laurea > Conseguimento titolo* , in accordance with the following deadlines:



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- **15th June 2023 for students intending to take the Final Examination in the July 2023 session**
- **21st September 2023 for students intending to take the Final Examination in the November 2023 session**
- **15th February 2024 for students intending to take the Final Examination in the April 2024 session**

The registration of the degree application requires the payment of the graduation fee and the compilation of the AlmaLaurea questionnaire.

#### **4. The Examination Board for evaluating the Final Examination, the Certifying Board for awarding the Degree and Graduation Day.**

The degree examination consists of a brief presentation and discussion (open to the public but without any ceremonial characteristics) of the final dissertation in front of a Board called the **Examination Board** - made up of three teachers, who may or may not belong to the same Faculty, in the subject area of the candidate s dissertation.

The Examination Board is appointed by the Dean and includes the candidate s thesis supervisor. At the end of the session, the Examination Board only communicates the general overall evaluation to all candidates (from unsatisfactory to excellent). The final degree mark will be awarded at a later date by the **Certifying Board**, taking into account the evaluation expressed by the Examination Board, the degree thesis, the candidate's starting grade and further elements for evaluation based on the grid approved by the Faculty Board.

The Certifying Board consists of five Professors from the Faculty and is chaired by the Dean.

Meetings of the Certifying Board are held in private. The presence of the candidate is not permitted.

The proclamation and awarding of the parchment will take place during Graduation Day, which is organised close to the end of the graduation session, open to the public and ceremonial in nature.

During the Graduation Day, the Dean of the Faculty or a professor delegated by him will call the students individually to confer the degree and present them with the parchment.

#### **For the Academic Year 2022/2023 the following dates have been fixed for Graduation Days:**

- **26th July 2023 for students taking the Final Examination in the July 2023 session**
- **10th November 2023 for students taking the Final Examination in the November 2023 session**
- **12th April 2024 for students taking the Final Examination in the April 2024 session**

#### **5. Delivery of the thesis by the Print Centre**

Printed copies of the thesis will be handed in on the day of the discussion (i.e. not to be collected days before the discussion); 2 softcover copies will be printed.

#### **6. Evaluation criteria for the final examination and final grade**

Without affecting the responsibility and decision-making autonomy of the Examination Committee, the Faculty Council - as the teaching structure with coordinating tasks - decides on the following scoring scheme for the dissertation:

- unsatisfactory (insufficiente): the student must repeat the Final Examination
- satisfactory (sufficiente): 0/1 point
- quite good (discreto): 2 points
- good (buono): 3 points
- very good (ottimo): 4/5 points
- excellent (eccellente): 6 points



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#### Points to be awarded based on curriculum:

- International mobility programmes which provide for the recognition of credits (Erasmus, Study Abroad, Exchange Programme, Summer session, etc): 1 point
- Currently on a degree course\*: 1 point
- Number of distinctions (exams passed con lode)\*\*: 1 point for at least 2 distinctions
- Unpaid and paid participation for no less than 12 months on University Boards and/or Quality Assurance Committees: Joint Teacher-student Commissions; Quality Assurance Groups of study programmes; Representatives elected by the students in the Academic Senate, the Board of Governors, the Faculty, the Committee of Quality Assurance; Evaluation Unit (resolution of the Academic Senate of 22 February 2023): 1 point
- Participation on IULM University Equal Opportunities Committee for at least 12 months: 1 point
- Certified participation in "Badge of Honour" cultural initiatives (as per the Regulations): 1 point (awarded at the discretion of the Committee - resolution of the Academic Senate of 16 March 2022)

*\* regular progress made in no more than three consecutive and uninterrupted years of studies at IULM University; in the case of years of interruptions to studies, previous periods of study at other universities or incoming transfers, "repeating" enrolments, intermediate years fuori corso etc., the point is not awarded.*

*\*\* for courses divided into modules, the calculation of distinctions will take into account partial assessments, irrespective of the average mark for the overall examination*

In any case no more than 3 points in total may be awarded based on curriculum.

Finally, the Faculty Board may decide on the possibility of also awarding negative marks (up to -2 points) in the event of disciplinary measures or suspension of examinations due to irregularities in proceedings.

**A maximum of 9 points may be awarded.** If the maximum mark is awarded (110/110), the Examination Board may, for justified reason and with a unanimous vote, award the degree *cum laude*.

**The Faculty Dean  
Prof. Luca Barbarito**

Milan, 14th November 2022  
(rev. 8th May 2023)