

PROVA SCRITTA N. 1

Illustrare le tipologie di formazione continua o post lauream disponibili al Politecnico di Milano per le aziende evidenziando le fasi gestionali dalla rilevazione del fabbisogno formativo alla chiusura del percorso.

PROVA SCRITTA N. 2

Descrivere il processo di istituzione, promozione e gestione di un master universitario evidenziando le fasi e gli attori e gli elementi che caratterizzano il successo/insuccesso dell'iniziativa.

PROVA SCRITTA N. 3

Il candidato dopo aver descritto le principali differenze esistenti tra il processo di istituzione interno al Politecnico di Milano tra Master Universitari e Formazione permanente, descriva quali sono i principali stakeholders delle due iniziative e le principali leve di marketing per ingaggiarli.

1. Quali sono le leve di marketing da utilizzare per rilevare il fabbisogno formativo del territorio e promuovere Master Universitari nel settore dell'energia?

2. Specializing Masters are meant to train both highly "specialized" professionals and professionals whose skills are typically applicable in a variety of fields. Educational activities last at least one academic year and at the end of the course, after passing the final exam, students are issued the Specializing Master, with the achievement of least 60 University credits, corresponding to 1,500 hours of class. The programmes are aimed at the acquisition and development of skills in technical and professional areas. Students in possession of a university degree can apply for postgraduate programmes: Laurea (equivalent to Bachelor of Science), a Laurea Magistrale (equivalent to Master of Science), doctorate (former academic structure) or other equivalent diploma obtained abroad. Postgraduate programmes last at least three months and no more than one year. These programmes are worth a maximum of 45 credits, equal to 1,125 hours of class, for which students are issued a certificate of attendance.

1. Un cliente si rivolge al Dipartimento di Energia del Politecnico di Milano con l'obiettivo di implementare la cosiddetta *employee retention* tramite l'*education*. Quali sono le fasi del processo di rilevazione del fabbisogno formativo e quali gli strumenti necessari per la messa in atto del progetto.

2. The Master, which will be held in China in collaboration with the Institute Lantao Culture Beijing, is aimed at professional graduates who intend to specialize in interior design - with particular attention to those design themes (such as retail, hospitality, offices, etc..) contributing substantially to the quality of Chinese urban realities in progress. The course will be critical, training, and professionalizing, it will deal with the methodological complexity of the project, from the scale of the environments to detailed furniture solutions. At the conclusion of the Master, the participants, that already have their own cultural and professional experience, have acquired additional knowledge about the characteristics and identity of Italian design and will have experimented, under the guidance of professional Italian teachers, the design work on relevant issues for the urban Chinese context. In addition, students enrolled in the Master will acquire knowledge about the construction of the identity and will be able to express capabilities and strategic visions. They can develop their entrepreneurship as well as work for design company, business consulting, real estate, retail industry, hospitality or manufacturing and furniture industries, knowing from time to time to identify appropriate strategies and techniques.