

**FACULTY OF LAW**

**PUBLIC MANAGEMENT AND COMMUNICATION  
OF PUBLIC UTILITY  
2<sup>ND</sup> LEVEL MASTER DEGREE**

**Academic Year 2006/2007**

**VI Edition**

**IN COLLABORATION WITH: Civicom**

**Qualifying for the direction of public communication offices (Act 150/2000)**



## DIRECTORS

Prof. Fiammetta Mignella Calvosa, Prof. Carlo Gelosi

## PROFESSIONAL PROFILE

Managers of complex organisations and managers of public communication.

## PROGRAMME

The Master gives the specific skills in method and contents in the work of the management, organisation, information and communication of the Civil Service and qualifies for the direction of public communication offices (Act 150/2000)

## ENTRY REQUIREMENTS

Specialist degree, degree from the old system or a degree from a foreign university recognised as being equivalent.

## APPLICANTS

Graduates in juridical, economic and humanistic disciplines; professionals working in the sector.

## STRUCTURE

- Maximum number of students: 60
- Minimum number of students: 30
- Final exam: written paper on a research project and oral presentation of the results
- Total number of hours in course: 1,500 of which 300 in the lecture hall (divided into lectures, round tables and laboratory practicals)

## LECTURERS

University lecturers, state councillors, top Civil Service officers and experts in the sector.

## SYLLABUS

### **Analysis of the transformation processes of administrative systems**

1. Community history and institutions
2. History of political institutions and the Civil Service
3. History of international organisations
4. History of political movements
5. European Community Law
6. Comparative administrative law
7. Historical outline of administrative law
8. New Civil Service law
9. Regulations of access
10. Assessment principles of administrative action
11. Administrative justice and recent developments
12. International economy
13. Management control
14. Administrative accounting and social report

- 15. Public management
- 16. Business organisation
- 17. International taxation law
- 18. Information law
- 19. Principles on transparency of the C.S. and protection of privacy
- 20. Relations with the institutions
- 21. Organisation of public services
- 22. Management of public services

**The theories and techniques of communication, the use of new technologies, the new assessment instruments**

- 23. Public communication: historical outline and extent of the subject
- 24. Normative framework on public communication
- 25. Political communication
- 26. Functions and organisation of the press office
- 27. Functions and organisation of the public relations office
- 28. The evaluation processes of communication

**Communication levels of the Civil Service**

- 29. The layout of the communication levels
- 30. Central government communication
- 31. Local authority communication and territorial communication

**Communication inside the Civil Service**

- 32. Communication of complex organisations
- 33. Integrated communication
- 34. Services communication

**Civil Service marketing**

- 35. Analysis of statistical, economic and social indicators
- 36. Sociology of the Civil Service
- 37. Analysis of the identity and role of employees and officers in the Civil Service
- 38. Network analysis
- 39. Marketing and customer satisfaction for the Civil Service

**Sectorial aspects of communication**

- 40. Communication of community integration
- 41. Communication of the authorities
- 42. Non-profit
- 43. Security
- 44. Environment, territory and town-planning
- 45. Emergency and environmental risk
- 46. Financial communication for the promotion of the territory
- 47. Communication and Marketing in cultural institutions
- 48. Business communication
- 49. Communication of public services

**The new media**

- 50. New communication technologies
- 51. Information technologies

**Language and communication techniques**

- 52. Techniques of visual, editorial and multi-media communication
- 53. Editorial and documentary communication
- 54. Relations between media and public administrations

## ADDRESS

**LUMSA – Facoltà di Giurisprudenza**  
Via Pompeo Magno, 22 - 00192 Roma

## DURATION

February - December 2007

## TIMETABLE OF LECTURES

Friday 14.30-19.30 / Saturday 9.00-13.00

## ENROLMENT

Last day for enrolment: 31 January 2007

Admission to the Master, up to the maximum number of places available, will depend on the assessment of the documents received, according to the order of arrival of the applications at the Master's Office

Candidates will be informed of their admission/non-admission to the Master by e-mail Ai

The go-ahead for the Master and the beginning of lectures will be published on the LUMSA site

The application for enrolment, together with documentary evidence of qualifications must be sent to the following address:

**LUMSA - Segreteria Master e Corsi di Perfezionamento**  
**Via Pompeo Magno, 22 – 00192 Roma**

Applications received without the requested documentary evidence of qualifications enclosed will not be taken into consideration.

The application for enrolment can be found at [www.lumsa.it](http://www.lumsa.it) or at the Masters and Specialisation Courses Office

Enrolment for the Master is incompatible with other degree courses, Masters, Specialisation Courses, Specialisation Schools and Ph. D. Courses

## ENROLMENT FEES AND PAYMENT

Cost: € 4.500.00 payable in five instalments

I instalment: € 900.00 at the time of enrolment

reimbursable in the case of failure to start/non-admission to Master

II instalment: € 900.00 (by 31.03.07)

III instalment: € 900.00 (by 31.05.07)

IV instalment: € 900.00 (by 31.07.07)

V instalment: € 900.00 (by 30.09.07)

Payments can only be made by bank transfer to:

**LUMSA UniCredit PB - Reference: 7485 – ROMA Parioli**

**Account No. 60005491 ABI 03223 CAB 03202 CIN J**

specifying in the description of payment your name, surname and title of Master.

Copies of the bank receipt of the bank transfers must be taken to the Master and Courses Office.

Grants are foreseen to cover part of the enrolment fee.

Once enrolled for the Master, no refund of the instalments already paid is due in the case of

renunciation. (The payment of the enrolment fees by instalments is only a concession for

students: therefore, any renunciation does not exempt students from the whole amount of the

enrolment fee).

## AWARDS

- **60 University Credits**
- Title of 2nd level Master in "Public Management and Public Utility Communication" (attendance not below
- 80% of the total hours of lectures, written paper and final exams)

## PROFESSIONAL TRAINING

The LUMSA guarantees the necessary assistance to organise an internship in the public sector and state-owned enterprises to all participants requesting it.

### **LUMSA - Masters and Specialisation Courses Office**

Via Pompeo Magno, 22 -00192 Roma

Tel. 06-68422467 Fax 06-68422484

[perfezionamento@lumsa.it](mailto:perfezionamento@lumsa.it)

[www.lumsa.it](http://www.lumsa.it)

### **For further information:**

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