

Sample syllabus – *Un Buon Affare - Italian for Business*

The following syllabus is appropriate for both undergraduate and graduate courses. It is based on a 10-week session.

Course description

This course prepares students to experience and actively engage in the dynamic world of Italian business; fosters cultural competency, hones practical communications skills, and cultivates linguistic expertise necessary for making connections in one of the world's most important economies. It provides students with practical, transferable skills and empowers them in the job market.

Objectives

This course aims to enhance students' Italian language skills in the context of business by giving them an overview of Italian business culture, administration, and the economy and geography of Italy. Students will be exposed to topics such as the role of the government in the economy, the euro, the European Union, and the Made in Italy in addition to practical skills such as writing a business plan, a resume, and preparing for a job interview.

Grading

Attendance and Participation	25%
Preparation and Textbook Exercises	20%
Oral Presentations	25%
Tests	10%
Final Project	20%

Textbook

Giuseppe Tassone. *Un buon affare: Italian for Business*. Hackett Publishing Company: 2016. ISBN 978-1-58510-421-5

WEEK 1

- Introduction to the course

WEEK 2

- Presentation of education and professional background. Making a reservation for a flight, a hotel, and a rental car.

WEEK 3

- History, geography, and political and administrative systems of Italy, the European Union and the euro.

WEEK 4

- The language of the economy: factors of production and goods and services. The entrepreneur, the economic sectors, the consumer, the legal structures of Italian companies, labor, the role of the State in the economy, and the public debt.

WEEK 5

- “Made in Italy”: product, design, industrial districts, small and large companies, international trade, globalization, banks and access to credit.

WEEK 6

- Creation of a business plan, launch a new product, description of a company and its products, and discussion of the advertising industry.

WEEK 7

- Business communication, means of payment, national and international sales, and income and expense reports.

WEEK 8

- The job market. Writing a resume and cover letter. Model of the job interview process.

WEEK 9

- Focus on Luxottica: objectives, history, products, research, and marketing.

WEEK 10

- Final Project Presentation