

COURSE TITLE	Business Italian						
Code	ECAA03	Year of study	3				
Course teacher	<b>Katarina Krnić, senior lecturer</b>	Credits (ECTS)	5				
Associate teachers	--	Type of instruction (number of hours)	P	S	V	T	
			26	0	26	0	
Status of the course	Elective	Percentage of application of e-learning	50%				
COURSE DESCRIPTION							
Course objectives	To provide students with theoretical and practical knowledge that will enable them to use Italian language correctly and appropriately in everyday situations in private life as well as in the workplace, to develop cross-cultural communication skills, to acquire the basic terminology from different economic areas (marketing, tourism, management).						
Course enrolment requirements and entry competences required for the course	<ul style="list-style-type: none"> <li>• <b>Course enrolment requirements</b> are set by the Faculty's Statute and the Regulations of the core curriculum and studies.</li> <li>• <b>Entry competencies</b> include Italian language competence at level B1 and computer skills (Microsoft Office suite).</li> </ul>						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p><b>LEARNING OUTCOME OF THE COURSE:</b> Communicate effectively in a variety of business contexts with the aim of mastering the basic terminology from different economic areas.</p> <p><b>INDIVIDUAL LEARNING OUTCOMES:</b></p> <ol style="list-style-type: none"> <li>1. Master the ability of oral and written communication in a variety of business contexts.</li> <li>2. Adopt the basic terminology related to different economic areas: (companies, contracts, accounts, banks, investments, business plan and marketing, e-commerce, globalization, travel agencies.)</li> <li>3. Establish differences between formal and informal language levels (different registers).</li> <li>4. Apply critical thinking (analysis and synthesis of content and organization of information, clarity of expression, conclusion, expression of opinion...)</li> <li>5. Master the use of dictionaries and other reference sources.</li> </ol>						
Course content broken down in detail by weekly class schedule (syllabus)	<b>Lectures</b>		<b>Seminars</b>				
	Topics	Hrs	Topics			Hrs	
	Requisiti e struttura della lettera commerciale	2	Esercizi di scrittura: scrivere la lettera commerciale, fissare un appuntamento, lasciare un messaggio.			2	
	Espressioni e contenuti tipici delle lettere commerciali (lavoro, domanda d'impiego, informazioni, ordini).	2	Esercizi di scrittura di vari tipi delle lettere commerciali, della domanda d'impiego e del curriculum vitae. Esercizi di lessico e di grammatica.			2	
Espressioni e contenuti tipici delle lettere	2	Esercizi di scrittura di vari tipi di			2		

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	commerciali (spedizioni, reclami, pagamento).		lettere commerciali (spedizioni, reclami, pagamento). Esercizi di lessico e di grammatica.		
	Espressioni e contenuti tipici delle lettere commerciali (turismo).	2	Esercizi di scrittura di vari tipi di lettere commerciali (turismo). Esercizi di lessico e di grammatica.	2	
	Forme giuridiche e caratteristiche della società.	2	Esercizi di lessico e di grammatica.	2	
	Contratto di compravendita.	2	Esercizi di conversazione e di lessico.	2	
	Il sistema creditizio e operazioni creditizie.	2	L'elaborazione di un business plan (lavoro di gruppo). Esercizi di conversazione.	2	
	1° Test di controllo				
	Elementi costitutivi del business plan.	2	L'elaborazione di un business plan (lavoro di gruppo). Esercizi di conversazione.	2	
	Tecniche e strategie di marketing, eCommerce e globalizzazione.	2	L'elaborazione di un piano di marketing personale (lavoro di gruppo) Esercizi di conversazione.	2	
	Pubblicità. Esigenze e caratteristiche principali di un prodotto.	2	Esercizi di lessico e di conversazione.	2	
	Agenzia di viaggio. Richiedere e fornire informazioni sui viaggi. L'accoglienza turistica.	2	Esercizi di lessico e di grammatica.	2	
	All'albergo. Contenuti, servizi e attrezzature alberghiere.	2	Esercizi di lessico e di grammatica.	2	
	Destinazione Croazia. Attrattive naturali e monumenti storico-culturali.	2	Esercizi di lessico e di conversazione.	2	
	2° Test di controllo				
Format of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> other		
Student responsibilities	<ul style="list-style-type: none"> <li>• Regular class attendance (at least 70% for full-time students and 50% for part-time students).</li> <li>• Active participation in classroom activities.</li> <li>• Individual work on weekly tasks.</li> </ul>				
Screening student	Class	2	Individual	1	Practical

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work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	attendance		work on assignments		training	
	Experimental work		Report		Self-study	1
	Essay		Seminar essay		(Other)	
	Tests	1	Oral exam		(Other)	
	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>Passing two progress tests can replace the written exam.  <b>PROGRESS TESTS:</b> During the semester there will be two progress tests. Final grade for the course is calculated as a simple average of the grades in two progress tests.  <b>WRITTEN EXAM:</b> Mandatory for students who do not pass both progress tests. Students can sit for the written exam during the regular examination periods. Minimum percentage of correct answers for a positive grade: 50%.  <b>EXAM IN FRONT OF THE EXAMINATION BOARD</b> is written exam.</p>					
Required literature (available in the library and via other media)	<b>Title</b>			<b>Number of copies in the library</b>	<b>Availability via other media</b>	
	Incalcaterra-MCLoughlin, L., Pla-Lang Luisa, Schiavo-Rothender, G., <i>Italiano per economisti</i> , edizione aggiornata, Alma Edizioni, Firenze, 2015.					
	La Grassa, M., Delitala, M., Quercioli., <i>L'italiano all'università</i> , corso di lingua per studenti stranieri, B1-B2, Edizioni Edilingua, Roma, 2013.					
	Chiuchiù, A., Bernacchi M., <i>Manuale di tecnica e corrispondenza commerciale</i> con prefazione di Gino Lorenzini, Guerra Edizioni, Perugia, 1994.					
Optional literature (at the time of submission of study programme proposal)	<ul style="list-style-type: none"> <li>• Miškulin Čubrić D., <i>L'italiano per il turismo e l'industria alberghiera 2</i>, Školska knjiga, Zagreb, 2010.</li> <li>• Pelizza, G., Mezzadri M., <i>L'italiano in azienda</i>, Guerra Edizioni, Perugia, 2002.</li> <li>• Luppi, A., Jernej, A., <i>Talijansko-hrvatski poslovni rječnik</i>, Školska knjiga, Zagreb, 2000.</li> <li>• Golac, V., <i>Piccolo vocabolario dell'italiano degli affari</i>, Mikrorad, Zagreb, 20016.</li> <li>• Jernej, J., <i>Konverzijska talijanska gramatika</i>, Školska knjiga, Zagreb, 2001.</li> </ul>					
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>• Registering students' attendance and success in carrying out their duties (lecturer)</li> <li>• Monitoring lectures and practice hours (Vice-Dean for Academic Affairs)</li> <li>• Students' performance analysis in each course (Vice-Dean for Academic Affairs)</li> <li>• Students' questionnaire on the quality of the course lecturer and classes (University of Split, Quality Assurance Centre)</li> <li>• Examination is the instrument used to evaluate individual course outcomes by the course lecturer. The exam contents may be assessed periodically by the Vice-Dean for Academic Affairs in order to establish the adequacy of the testing methods.</li> </ul>					
Other (as the proposer wishes to add)	Language of instruction is Italian.					