

ITAL 4791

Fall 2016

Class meets: FIT 227, MW 2:20-3:45

Instructor: Dr. C. Gaudenzi

Office hours: Jones Hall 108J; MW 3:45-4:30, F 9:15-10:15, and by appointment

E-mail: cgaudenz@memphis.edu

Business Italian

Course Description and Goals

Italy, known for its rich artistic patrimony, is also an industrial power with a significant economy: Italy's 2015 GDP was ranked # 8 in the World. This course will introduce students to Italian business, taking into account Italy's language, customs, regional differences, and politics. It is designed for students who want to learn how to operate in an Italian business context, increase their awareness of the latest business events and trends in Italy, and appreciate the differences in Italian and American business culture while also improving their conversation and composition skills. The topics are approached in several ways, including topical readings from manuals used in business schools, as well as analysis of letters, office documents and newspaper articles about business. Students will learn to identify some basic technical vocabulary and expressions, and will then assimilate them through targeted exercises, discussions, and individual presentations. Topics to be covered are Italian business regulations; job applications (Italian *curriculum vitae* and resumé); classification of companies (e.g., spa, srl); orders and payments (e.g., invoices, delivery notes); sales contracts (for goods, real estate or services); advertising (online, on television, and in print); banking documents (e.g., wire transfer, savings and checking accounts); and business communication (letters, email, telephone calls). Students will have the opportunity to view films, documentaries and video clips on specific course topics.

Prerequisites

The course will be taught in Italian, so students need to have an intermediate knowledge of the language (Ital 2020 equivalent).

Required Textbooks

Laura Incalcaterra-McLoughlin, Luisa Pla-Lang, Giovanna Schiavo-Rotheneder, *Italiano per economisti* (2015)

Reader available in E-courseware <http://elearn.memphis.edu>.

Morry Sofer and MariCarmen Pizarro, *Italian Business Dictionary*, Kindle Edition.

Technology and Software Requirements:

The minimum hardware requirements for this course can be found at this site: <http://www.memphis.edu/uofmonline/technical.php>. The software requirements are Microsoft Office Word and Power Point, Adobe Acrobat Reader, and VLC. If you do not have MS Word, then you can access it for free at www.memphis.edu/getoffice. Students are strongly encouraged to back up all their electronic files on a USB Flash Drive, external hard drive, or a cloud storage website, such as UMDrive. Students are strongly advised first to create and save all coursework with a word processor, and then to paste it into Ecourseware, in case of a glitch with the browser or on-line connection! Students will need ready access to a reliable computer with high speed internet service. This is widely available (from home, hot-spots, libraries, computers on campus, etc.), so lack of internet access is not an acceptable excuse for missing course deadlines. A wired connection is generally better than WiFi, especially for quizzes/tests. For technical difficulties with electronic submissions or viewing, consult the UM Help Desk by filling out a form at <http://umhelpdesk.memphis.edu> or call 901-678-8888.

Grading

A+= 100-99; A= 98-93; A-=92-90; B+= 89-87; B= 86-83; B-= 82-80; C+= 79-77; C= 76-73; C-= 72-70;

D+= 69-67; D= 66-60; F= below 60

Oral report (1)	10%
Class Participation and discussion	30%
Written assignments	20%
Quizzes (4)	20%

ORAL REPORT

❖ Students must give **one oral report** of at least 8 minutes on one of the following topics:

- a) Analysis of an Italian company (e.g., FIAT, LUXOTTICA, VALENTINO, BARILLA, TIM)
- b) Comparison between the marketing strategies of one American and one Italian company (e.g., BENETTON and GAP)
- c) Report on Italian-American trade relations
- d) Italian companies working in the United States
- e) European trade laws and regulations
- f) The chemical industry in Italy
- g) Italian C.E.Os. and their practices
- h) Critical issues in Italian business
- i) Political and commercial trade agreements between Italy and the United States
- l) The significance of the euro in Europe

At the end of the presentation you must ask your fellow students at least three open-ended questions aimed at engaging them in discussion. (Do not ask questions about facts you presented, but rather ones which stimulate a discussion.) The presentation may not be read from a prepared text, but you are allowed to use a short outline (with nouns, names, and dates, but no sentences are allowed). You should present with a PPT. The PPT may only have names of peoples and monuments and dates. A successful presentation will employ ADVANCED VOCABULARY, GRAMMAR, PRONUNCIATION and FLUENCY. The goal of your presentation should be to inform or entertain your audience and to practice the language.

CLASS PARTICIPATION AND DISCUSSION

❖ **Class participation and discussion** means punctual daily attendance, adequate preparation, and positive contribution to class. A participation grade will be assigned based on the following: 1) coming to class on time every day; 2) preparing every assignment before we cover it in class; 3) answering in Italian when called on or volunteering when the instructor asks a question; 4) responding correctly when called upon (i.e. grammatical accuracy and correct pronunciation); 5) trying to ask questions in Italian; 6) actively participating in group activities and continuing to speak in Italian even after you and your classmate have completed a group activity); 7) participating in positive ways, without creating a disturbance (being respectful of the instructor and other students).

WRITTEN ASSIGNMENTS (FILM JOURNALS AND FINAL PROJECT)

❖ Since the class is conducted in Italian, not in English, **you are required to read articles and prepare vocabulary before you come to class (please see schedule of assignments)**.

❖ **Film journals** must be at least 15 sentences long.

❖ **The Final Project** is either a portfolio including a resumé and application letter for a job you would like to apply for which you have found listed in an ad; or a detailed study on the advertisement of a new product (i.e., product, target audience, cost, advertisement). It should be at least 1000 words long.

QUIZZES

❖ **The structure of quizzes, and of the final quiz** will be explained and sample exercises will be given in class the meeting time before they are scheduled. Quizzes will cover vocabulary, grammatical structures, and cultural and business practices.

EXTRA HELP

❖ **If you encounter difficulties** with the material please contact me immediately!

❖ **For technical difficulties** with electronic submissions or viewing, consult the UM Help Desk by filling out a form at <http://umhelpdesk.memphis.edu> or calling 901-678-8888.

COURSE POLICIES

❖ 3 tardies = 1 absence.

❖ **Absences in excess of 4 will negatively affect the grade** in the course (leave absences for

genuine emergencies). For each additional absence, two points will be deducted from your final grade. In other words, if your final average is 80% and you were absent 8 times, 8% will be deducted from 80%.

- ❖ Late homework will not be accepted for credit except for a documented emergency.

- ❖ If you miss a lesson you are responsible for the material covered.

- ❖ You must take tests and exams the days they are scheduled. **No make-up tests will be given except in case of documented medical or family emergencies.**

- ❖ Students are not allowed to receive or attempt to receive assistance (including human or computer translators) in the preparation of any assignment, exam, or composition to be submitted for a grade. If you have any doubts, **see the university's web-site on academic dishonesty** (<http://saweb.memphis.edu/judicialaffairs/>) or ask me (e-mail is an easy way to reach your instructor and you should check your UM email everyday).

- ❖ Students' **cell phones must be turned off** in class.

- ❖ **You may leave the classroom only for emergencies.**

- ❖ **Students with a disability** who seek accommodations should inform me at the beginning of the semester.

- ❖ To comply with the government's **FERPA** regulations, I will not reply to emails from non-university email accounts and I will not send emails to non-university email accounts.

- ❖ The University is committed to ensuring equality in education and eliminating any and all acts of sexual misconduct from its campus. Sexual misconduct includes sexual harassment, sexual assault, dating violence, domestic violence and stalking. If you or someone you know has been harassed or assaulted, you can make a report to the Office for Institutional Equity at oiie@memphis.edu (mailto: oiie@memphis.edu) or 901-678-2713. Please note that if you make a report to me I am required to report it. If you want to make a confidential report you can contact the University Counseling Center, 214 Wilder Tower, 901-678-2068.

CIRCOLO ITALIANO

- ❖ There will be a **pizza party** on September 30 (time and place will be announced later in the semester). In October, students will have the opportunity to view three contemporary **Italian Films** with English subtitles at the McWherter library, room 226 (Thu 6, 13, 20, 7-9 pm). Film titles will be announced later in the semester. In November, at the Germantown Performing Arts Center, students will be able to view an **Italian opera**, Mozart's *Le nozze di Figaro* (November, 4 & 5, 7:30-10:00 pm). Finally, **The Tavola Italiana** meets at the coffee shop of the Fedex Institute of Technology each Friday at 12:30 starting on September 2 to November 18. Follow us on Facebook! www.facebook.com/Italianprogramedu

ATTIVITÀ E COMPITI

(soggetto a variazioni)

DATA	CONTENUTO	LETTURE E COMPITO Dispensa (D); Italiano per economisti (IE)	QUIZ/ SCADENZE
Settimana 1	Modulo 1: Il business italiano	D 1-4	
08/22 (Lunedì)	La piccola e grande impresa; Film: <i>The Women Workers' War</i> (1)	D p. 5-17	
08/24 (Mercoledì)	La moda, il design, la tecnologia; Film: <i>The Women Workers' War</i> (2)	D p. 18-23; Film Journal	
Settimana 2			
08/29 (Lunedì)	Il marchio e i brevetti; Film: <i>The Women Workers' War</i> (3)	D p. 24-27; Film Journal	
08/31 (Mercoledì)	L'agricoltura e il cibo; Film: <i>The Women Workers' War</i> (4)	D p. 28-33; Film Journal	
Settimana 3			
09/05 (Lunedì)	<i>Labor Day</i>		
09/07 (Mercoledì)	Il turismo; Film: <i>The Women Workers' War</i> (5)	D p. 34-36; Film Journal	
Settimana 4			
09/12 (Lunedì)	L'Italia e l'Europa; Film: <i>The Women Workers' War</i> (6)	D p 37-40; Film Journal	QUIZ 1
09/14 (Mercoledì)	Conclusioni; Film: <i>The Women Workers' War</i> (7)	D 41-45; Film Journal	
Settimana 5	Modulo 2: Il lavoro		
09/19 (Lunedì)	Il lavoratore in Italia; Film: <i>Mi piace lavorare</i> (1)	D p. 46-53; Film Journal	
09/21 (Mercoledì)	Professioni emergenti; Film: <i>Mi piace lavorare</i> (2)	D p 54-65; Film Journal	
Settimana 6			
09/26 (Lunedì)	Come si scrive il <i>Curriculum vitae</i> e la domanda di lavoro; Film: <i>Mi piace lavorare</i> (3)	D p. 66-70; Film Journal	
09/28 (Mercoledì)	Il <i>Curriculum vitae</i> infografico e il video <i>Curriculum vitae</i> ; Film: <i>Mi piace lavorare</i> (4)	D p. 71-74; Film Journal	
Settimana 7			
10/03 (Lunedì)	Come si fa un colloquio di lavoro; Film: <i>Mi piace lavorare</i> (5)	D p. 75-85; Film Journal	QUIZ 2
10/05 (Mercoledì)	Tecniche della comunicazione al colloquio; Film: <i>Mi piace lavorare</i> (6)	D p. 86-101; Film journal	

Settimana 8			
10/10 (Lunedì)	<i>Fall break</i>		
10/12 (Mercoledì)	Presentazione video colloquio di lavoro; Film: <i>Mi piace lavorare</i> (7)		<u>Presentazione orale</u>
Settimana 9			
10/17 (Lunedì)	I contratti di lavoro in Italia e la sicurezza sul lavoro; Film: <i>Mi piace lavorare</i> (8)	D p. 102-09; Film journal	
10/19 (Mercoledì)	Modulo 3: L'azienda; Descrivere un'azienda	D p. 110-16; IE p. 10-19	
Settimana 10			
10/24 (Lunedì)	Contratti di vendita	IE p. 32-43	
10/26 (Mercoledì)	Fatture e IVA	IE p. 44-47	QUIZ 3
Settimana 11			
10/31 (Lunedì)	Clienti e aspettative	D p. 117-23	
11/02 (Mercoledì)	Fornitori e ordini	D p. 124-35	
Settimana 12			
11/07 (Lunedì)	Banche e investimenti	IE p. 52-71	
11/9 (Mercoledì)	Modulo 4: Il marketing; Il trasporto del prodotto	D p. 136-49	
Settimana 13			
11/14 (Lunedì)	L'imballaggio e l'etichetta del prodotto	D p. 150-56	<u>Presentazione orale</u>
11/16 (Mercoledì)	La distribuzione del prodotto	D p. 157-62	QUIZ 4
Settimana 14			
11/21 (Lunedì)	Letteratura aziendale e pubblicità	D p. 163-71	
11/23 (Mercoledì)	La pubblicità alla televisione e alla radio	D. 172-76	
Settimana 15			
11/28 (Lunedì)	La pubblicità a mezzo stampa e internet, eventi commerciali, marketing diretto	D p. 177-85	
11/30 (Mercoledì)	Promozione e fidelizzazione dei clienti	D p 186-92	
Dicembre 7	Quiz finale, progetto finale		