GHENT UNIVERSITY

Course Specifications

Valid as from the academic year 2026-2027

Italian: Business and Public Communication (A005834)

Course size *(nominal values; actual values may depend on programme)*

Credits 5.0 **Study time 150 h**

Course offerings in academic year 2027-2028

A (semester 2)	Dutch, Italian	Gent

Lecturers in academic year 2027-2028

Cenni, Irene	LW22	lecturer-in-charge
De Cristofaro, Elisa	LW22	co-lecturer

Offered in the following programmes in 2027-2028	**crdts**	**offering**
Master of Science in Teaching in Languages(main subject Applied Language Studies)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Italian)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Italian)	5	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Italian)	5	A
Exchange Programme Applied Language Studies	5	A

Teaching languages

Italian, Dutch

Keywords

Italian; corporate and public communication; Language, business communication and media.

Position of the course

The study unit “Italian: Business and Public Communication" aims to train students adequately in the use of the communicative tools that are mainly used in communication by companies and organisations. The student learns to use these communicative tools and skills in flawless written and spoken Italian.
The study unit has a double goal: learning and fine-tuning the skills that are mainly used in (internal + external) communication of companies and organisations in general and in the foreign language in particular. In addition, topics related to the job market and HR-related issues are addressed. During the course the students will also work on the development of their analytical and critical skills.
Exchange students (native speakers of Italian/ or with Italiaan at C1+ level) may take up this course unit, for which no prior knowledge of Dutch is required.

Contents

Starting from a concrete setting, the study unit “Italian: Business and Public Communication" focuses on a number of communicative tools which are frequently used in communication by companies and organisations.
On the basis of practical assignments which are concomitant with the concrete setting, these tools are taught and put into practice.
Communicative skills covered include: presentating, negotiating, product development, creation of promotional texts and videos, tourism interactions in Italian.
Attention will be paid also to the development of analytical skills. For instance, the

student will learn how to analyse and interpret audiovisual material, such as promotional videos of Italian products and services, and will explore various tools for a better understanding of the (Italian) job market.

Initial competences

The student:

- is able to produce Italian texts of a more than average degree of difficulty appearing in various professional contexts;
- uses Italian fluently in a number of professional contexts;
- can make adequate and critical use of the relevant heuristic resources needed for the above-mentioned tasks.

Final competences

1 Having a command of Italian at C1+ level of the Common European Framework of Reference for Languages for comprehension (listening and reading), oral skills (production and interaction) and writing skills.
2 Having advanced knowledge of communication processes related to the internal and external communication of organisations, and based on that knowledge, reflecting on the communication of organisations.
3 As a multilingual communication specialist, functioning effectively in a multidisciplinary and international environment, both independently and in a team, with due attention for process management.
4 Integrating language and culture sensitivity and respect for diversity into the professional environment and the social debate.
5 In the communication process, making adequate use of an advanced level of contrasting linguistic expertise at different levels (lexically, grammatically, textually, pragmatically).
6 In the communication of organisations, making adequate use acquired insights.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Group work, Seminar, Lecture, Independent work, Peer teaching

Extra information on the teaching methods

There are no lecture recordings available due to the interactive nature of the course.

Study material

Type: Slides

Name: Italian: Corporate and Public Communication
Indicative price: Free or paid by faculty
Optional: no

References

Course content-related study coaching

Consultation hour on appointment: irene.cenni@ugent.be

Assessment moments

end-of-term and continuous assessment

Examination methods in case of periodic assessment during the first examination period

Assignment

Examination methods in case of periodic assessment during the second examination period

Assignment

Examination methods in case of permanent assessment

Presentation, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible

Extra information on the examination methods

AI may be used for some assignments in the portfolio, provided that the UGent guidelines on GenAI use are followed.

Calculation of the examination mark

CONT. ASS.: 40%
End-of-Term: 60%

Facilities for Working Students

Possibility of exemption from attendance
Possibility of taking the exam at another time during the academic year
Possibility of feedback by appointment