

## Italian: Business and Public Communication II (A704044)

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

**Credits 4.0**

**Study time 120 h**

### Course offerings and teaching methods in academic year 2024-2025

A (semester 2)

Dutch, Italian

Gent

peer teaching  
lecture

### Lecturers in academic year 2024-2025

Cenni, Irene

LW22

lecturer-in-charge

De Cristofaro, Elisa

LW22

co-lecturer

### Offered in the following programmes in 2024-2025

	crdts	offering
Master of Science in Teaching in Languages(main subject Applied Language Studies)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Italian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian)	4	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Italian)	4	A
Exchange Programme Applied Language Studies	4	A

### Teaching languages

Italian, Dutch

### Keywords

Italian; Language, business communication and media

### Position of the course

The study unit "Italian: Business and Public Communication II" aims to train students adequately in the use of the communicative tools that are mainly used in internal communication in 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: teaching and fine-tuning the skills that are mainly used in (internal) communication of companies and organisations in general and in the foreign language in particular.

Exchange students 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 II" focuses on a number of communicative tools which are frequently used in internal communication of companies and organisations. On the basis of practical assignments which are concomitant with the concrete setting, these tools are taught and put into practice. The study unit is conceptualised as a coherent communication project which integrates various spoken and written communicative skills. Communicative skills which will be dealt with include meetings, presentations, negotiations, strategic correspondence, reports, memos, tourism texts and webcare. The concrete setting will be set out in the course of the lectures. The students may need to use a laptop during the lessons (communication via Minerva)

### Initial competences

The student:

- is able to produce Italian texts of a more than average degree of difficulty appearing in various professional contexts;
- can express him/herself fluently in Italian in a number of professional contexts;

(Approved)

- 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) (C1), oral skills (production and interaction) (B2+) and writing skills (B2+). [MC.1.1.; assessed]
- 2 Having advanced knowledge of communication processes related to the internal communication of organisations, and based on that knowledge, reflecting on the communication of organisations. [MC.1.2.; assessed]
- 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. [MC.4.1.; assessed]
- 4 Integrating language and culture sensitivity and respect for diversity into the professional environment and the social debate. [MC.5.2.; not assessed]
- 5 In the communication process, making adequate use of an advanced level of contrasting linguistic expertise at different levels (lexically, grammatically, textually, pragmatically). [MC.6.2.; assessed]
- 6 In the communication of organisations, making adequate use acquired insights. [MC.6.3.; assessed]

### **Conditions for credit contract**

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

### **Conditions for exam contract**

This course unit cannot be taken via an exam contract

### **Teaching methods**

Group work, Lecture, Independent work, Peer teaching

### **Extra information on the teaching methods**

The learning content of this unit of study is theme-based. Students are required to present different assignments orally and in writing.

### **Study material**

None

### **References**

### **Course content-related study coaching**

Consultation hour

### **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**

Oral assessment

### **Examination methods in case of permanent assessment**

Assignment

### **Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible in modified form

### **Extra information on the examination methods**

Assignment (100%):

The assignment consists of a portfolio containing several (oral and written) assignments. Class attendance is required.

Second session: changed

### **Calculation of the examination mark**

### **Facilities for Working Students**

Possibility to be exempted from attendance.

Possibility to re-schedule examination to another date during the academic year.  
Feedback can be given via e-mail, telephone or by appointment.

**Addendum**

I4BM