

Syllabus

Course Description

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| Course Title | Italian Foreign Language - Communication and Presentation Skills in Specialized Language |
| Course Code | 30168 |
| Course Title Additional | |
| Scientific-Disciplinary Sector | LIFI-01/A |
| Language | Italian |
| Degree Course | Bachelor in Tourism, Sport and Event Management |
| Other Degree Courses (Loaned) | |
| Lecturers | Dott. Vittorio Magoga, Vittorio.Magoga@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/50332 |
| Teaching Assistant | |
| Semester | First semester |
| Course Year/s | 1 |
| CP | 3 |
| Teaching Hours | 30 |
| Lab Hours | 30 |
| Individual Study Hours | - |
| Planned Office Hours | 9 |
| Contents Summary | <p>"Italian for the professional world – language, culture, and careers combined."</p> <p>This course strengthens your Italian language skills with a focus on professional and academic contexts. You will learn to understand and produce economic, political, and business-related texts. Topics include labour markets, tourism, sport, and event management. You'll practice writing reports, giving presentations, and mastering job interviews and CVs. Sociolinguistic awareness and intercultural competence complete this hands-on, career-focused course.</p> |

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| Course Topics | <ul style="list-style-type: none"> • Current topics in the economic, political and social debate • Analysis of some media contributions related to the study path • The structure of a company • Supply and demand in the job market • The CV • The cover letter • The job interview • Organisation and management of an event • Analysis of some examples of event presentations • The E-commerce • Verbal and non-verbal communication • Aspects of pragmatics, sociolinguistics, textual competence • Elements of intercultural awareness • Basic and specific linguistic structures, related to the study path • Language skills training |
| Keywords | Italian for specific purposes, university education, job market, event management |
| Recommended Prerequisites | Language skills at B1 level |
| Propaedeutic Courses | |
| Teaching Format | Starting from a rich and varied linguistic input, the learning and reinforcement activities follow the linguistic and thematic analysis. This approach promotes cooperation and student participation in class through individual, pair and group work. |
| Mandatory Attendance | - |
| Specific Educational Objectives and Learning Outcomes | <p>Knowledge and understanding</p> <p>specialised texts relating to the economics and management of tourism, sports and events businesses;</p> <p>advanced and specialised vocabulary to be used in both text writing and academic conversation;</p> <p>how to make effective professional presentations</p> <p>fundamentals of intercultural rhetoric</p> <p>how to develop a cover letter and curriculum vitae</p> <p>how to prepare for an effective job interview.</p> |

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| | <p>Ability to apply knowledge and understanding</p> <p>understand cultural diversity in both oral and non-oral communication</p> <p>communicate in written form effectively in normal business activities taking into account different cultural aspects</p> <p>express complex concepts and events accurately using terms specific to tourism, sport and events</p> <p>understand and use both academic and popular publications and information sources</p> <p>communicate professionally and present to peers or the public</p> <p>interpret and report on scientific texts</p> <p>write academic texts</p> <p>Communication skills</p> <p>Graduates of this degree programme in Tourism, Sports and Events Management will develop communication and presentation skills to explain, argue and summarise complex interdisciplinary issues in the tourism, sports and events industry in a professional context.</p> <p>Graduates of this degree course will develop excellent communication skills in at least three languages, and have basic knowledge of a fourth language.</p> <p>Training in the first year includes courses in communication and presentation techniques and strategies in the three official languages of the university, thus also offering distinct skills in the cultural context of the language. The second year includes the teaching of a fourth language. The case studies, projects and exercises in the courses and the written examinations at the end of each course also contribute to shaping the students' communicative skills.</p> <p>Finally, the final examination offers students an excellent opportunity to integrate their acquired knowledge with their communicative skills in a document that represents the culmination of their degree studies.</p> <p>The achievement of this objective will be assessed by means of written examinations, individual and group assignments as well as the final dissertation.</p> |
| Specific Educational Objectives and Learning Outcomes (additional info.) | |

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| Assessment | <p>In order to be admitted to the examination, students must submit a dossier to the lecturers at least 10 days before the examination date. The dossier will be assessed and will contribute to the final mark. The dossier must contain the two mandatory assignments set during the course and a PowerPoint presentation. The contents of the dossier must refer to three different topics. The PowerPoint presentation concerns the formulation of an event (in the sporting, social, cultural or tourist field) of your own design. The inclusion of additional contributions in the dossier is optional.</p> <p>The final examination consists of a written test and an oral test. Students must pass both.</p> <p>The written test (duration: 60 minutes) assesses reading, vocabulary and textual comprehension skills through questions on the text and cloze tests. The use of monolingual and bilingual dictionaries is not permitted.</p> <p>The oral examination consists of a PowerPoint presentation and an interview on the contents of the dossier and the topics covered during the course (duration: 15 minutes).</p> <p>Non-attending students will take the same examination as attending students and are invited to contact the lecturer on Teams or by email, as well as logging into the platform regularly.</p> |
| Evaluation Criteria | <p>The final mark is calculated based on the following components:</p> <ul style="list-style-type: none"> 30% - written test 20% - dossier 30% - oral test (interview) 20% - oral test (PowerPoint presentation) <p>The dossier is assessed on the basis of its content and structure, as well as its formal correctness.</p> <p>The oral exam is assessed on the basis of the comprehensiveness and clarity of the answers, fluency, linguistic correctness and communication strategies.</p> |
| Required Readings | <p>Lecture notes and supplementary materials (articles/excerpts/videos) will be available via Teams.</p> <p>Information about the textbook will be provided at the beginning of the course.</p> |
| Supplementary Readings | <p>Further resources will be announced during the lessons.</p> |

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| Further Information | We recommend that you log in to the Teams platform regularly to access materials and communications (instructions, deadlines, etc.). |
| Sustainable Development Goals (SDGs) | Quality education, Responsible consumption and production, Reduced inequalities, Industry, innovation and infrastructure |