Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Italienisch Fremdsprache - Fachsprachliche Kommunikations- und Präsentationsfähigkeiten
Code der Lehrveranstaltung	30168
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	LIFI-01/A
Sprache	Italienisch
Studiengang	Bachelor in Tourismus-, Sport- und Eventmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Dott. Vittorio Magoga, Vittorio.Magoga@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/50332
Wissensch. Mitarbeiter/Mitarbeiterin	Dr. Salvatore Drago
Semester	Erstes Semester
Studienjahr/e	1
KP	3
Vorlesungsstunden	30
Laboratoriumsstunden	30
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	9
Inhaltsangabe	"Italian for the professional world – language, culture, and careers combined." 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.
Themen der Lehrveranstaltung	• 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
Stichwörter	Italian for specific purposes, university education, job market, event management
Empfohlene Voraussetzungen	Language skills at B1 level
Propädeutische Lehrveranstaltungen	
Unterrichtsform	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.
Anwesenheitspflicht	-
Spezifische Bildungsziele und erwartete Lernergebnisse	ILO (Intended Learning Outcomes) ILO 1 – Knowledge and Understanding ILO 1.1 specialised texts relating to the economics and management of tourism, sport, and event enterprises

	ILO 1.2 an advanced and specialised vocabulary to be used both in writing and in academic conversation ILO 1.3 methods for delivering effective professional presentations ILO 1.4 fundamentals of intercultural rhetoric ILO 1.5 methods for developing a cover letter and a curriculum vitae ILO 1.6 methods for preparing for an effective job interview ILO 2 – Applying Knowledge and Understanding ILO 2.1 understanding cultural diversity in both oral and non-oral communication ILO 2.2 communicating effectively in written form in everyday business activities, taking different cultural aspects into account ILO 2.3 expressing complex concepts and events precisely using terminology specific to tourism, sport, and events ILO 2.4 understanding and using both academic and popular publications and information sources ILO 2.5 communicating professionally and presenting to peers or to the public ILO 2.6 interpreting and reporting scientific texts ILO 2.7 drafting academic texts ILO 2.8 basic concepts useful for attending courses in economics, business, and administration ILO 3 – Judgment Autonomy (Communication Skills) ILO 3.1 Graduates of the Bachelor's degree in Tourism, Sport and Event Management will develop communication and presentation skills to explain, argue, and summarise the complex interdisciplinary themes of the tourism, sport, and event sectors in a professional context ILO 3.2 Graduates of this degree programme will develop excellent communication skills in at least three languages and will have basic knowledge of a fourth language ILO 3.3 The educational activities in the first year include courses on communication and presentation strategies and techniques in the three official university languages, thus providing specific competencies also related to the cultural context of each language. The second year includes the teaching of a fourth language. Case studies, projects and practical exercises within the courses, as well as written exams at the end of each course, also contribute to the

	development of students' communication skills ILO 3.4 Finally, the final dissertation offers students an excellent opportunity to integrate their acquired knowledge with their communication skills in a document that represents the culmination of their degree programme ILO 3.5 Achievement of this objective will be assessed through written exams, individual and group assignments, as well as the final dissertation
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	The final grade will include the evaluation of the dossier, which will contain the two assignments on the specific topics communicated during the course, as well as a PowerPoint presentation. The contents of the dossier must refer to three different topics. The PowerPoint presentation is dedicated to designing an event (in the sports, social, cultural, or tourism field) created by the student. Including additional materials in the dossier is optional. The final exam consists of a written test and an oral exam. Students must pass both. The written test (duration: 60 minutes) assesses reading skills, vocabulary, and textual competence through text-related questions and cloze texts. The use of monolingual or bilingual dictionaries is not permitted. All ILOs (ILO 1–3) are considered in the evaluation. The oral exam consists of presenting the PowerPoint and an interview on the contents of the dossier and on the topics covered during the course (duration: 15 minutes). All ILOs (ILO 1–3) are considered in the evaluation. Non-attending students will take the same exam as attending students and are invited to contact the lecturer on Teams or by email, and to regularly consult the platform.
Bewertungskriterien	The final grade is the result of the following components: 30% – written exam 20% – dossier 30% – oral exam (interview)

	20% – oral exam (PowerPoint presentation) For the dossier, the coherence and structure of the contents are evaluated, as well as formal accuracy. For the oral exam, the following aspects are assessed: completeness and clarity of the answers, fluency, linguistic accuracy, and communication strategies.
Pflichtliteratur	Lecture notes and supplementary materials (articles/excerpts/videos) will be available via Teams. Information about the textbook will be provided at the beginning of the course.
Weiterführende Literatur	Further resources will be announced during the lessons.
Weitere Informationen	We recommend that you log in to the Teams platform regularly to access materials and communications (instructions, deadlines, etc.).
Ziele für nachhaltige Entwicklung (SDGs)	Hochwertige Bildung, Nachhaltiger Konsum und Produktion, Weniger Ungleichheiten, Industrie, Innovation und Infrastruktur