Syllabus

Course Description

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	Dr. Salvatore Drago
Semester	First semester
Course Year/s	1
CP	3
Teaching Hours	30
Lab Hours	30
Individual Study Hours	-
Planned Office Hours	9
Contents Summary	"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.

Course Topics	• 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	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
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	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.
Evaluation Criteria	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.
Required Readings	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.
Supplementary Readings	Further resources will be announced during the lessons.
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