UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Further Language Knowledge (communication Skills)

2627-1-F7704M008

Learning objectives

The course offers a thematic approach to the acquisition or reading, listening and speaking skills, relevant to the sector of marketing. Along with these sector-related skills both communication and linguistic skills are consolidated. The course will provide linguistic tools, useful for interacting in the context of marketing.
The student will be able to;
• Know the language structures well to be able to deal with communication situations in the marketing sector and possess the vocabulary necessary to express oneself in social, business and commercial situations.
• To deepen the use and understanding of specific language at an intermediate-advanced level, in order to build their linguistic autonomy in professional situations.
• Acquire the fundamental vocabulary for the sector through the articles presented in the classroom.
• The course aims to develop the receptive capacity of the written language by practising the various reading strategies to deal with texts of a specialized nature in the field.
• It will also develop speaking skills through discussions of the themes covered in class. It aims to give the student a solid linguistic foundation focused on language of the sector.

Contents

The course aims to develop the receptive and productive capacities by practising the various reading strategies to deal with texts of a specialized nature in the tourism field. These themes will then be discussed in class. It aims to give the student a solid linguistic foundation focused on language of the sector.

Detailed program

The process of globalization of markets requires that those who work in the sector must continuously update skills

and competences. Marketing is one of the leading sectors of the Italian economy. The growth of the sector offers significant employment opportunities but also requires the training of qualified operators, able to understand and deal with a very competitive market. Faced with an increasingly complex and competitive sector, a world in which consumers require new, customized and sustainable products, companies are facing changes in their work cultures, in organization and management in order to provide adequate services to the industry. They must adapt to the constant demand for improvement of quality of service and must be capable of measuring the effectiveness and efficiency of the management systems used in a perspective of growth and development. The mastery of the English language enables students to enhance their professional validity at national and international levels.

The course aims to develop the receptive and productive capacities by practising the various reading strategies to deal with texts of a specialized nature in the field of marketing. It aims to give the student a solid linguistic foundation focused on language of the sector. The course aims to present the following topics by analysing the language for both grammar and lexis. The themes will also be used to stimulate discussion.

They include:
Cultural diversity and 'difference' in the workplace
Global marketing issues
Employment issues in Italy and abroad
Leadership and management issues
Developing Asian markets
Financial institutions
Sustainable systems

Prerequisites

The students should have already reached level B2 (Common European Framework of Reference for Languages / Common European Framework of Reference for Languages)

Teaching methods

The course is divided into thematic areas (see above), which will be addressed in class with the aim of developing the listening, reading and speaking language skills. The lessons offer interactive activities that require the active participation of students.
The course consists of 7 hours of didactics (frontal lessons with the use of slides, audio and video). Lessons are held in English. Frontal lessons. Readings, discussions of topics and listening.

Assessment methods

The language assessment test is a written test lasting 60 minutes, aimed at ascertaining knowledge of the English language specialized for the tourism sector. It consists of 17 standard questions;
• CLOSED ANSWER TEST (True/False, Correspondences, Multiple Choice, etc.).

The grade obtained is expressed in PASS or FAIL.

The exam is based on the material covered in the course, found in the handout published in May of the academic year.

Textbooks and Reading Materials

1 A collection of articles and exercises taught during the lessons will be available at the end of the course. The title of the collection is; 'Business amd Marketing issues', by prof Robin Anderson. It's renewed each year.

2 ‘Working with Economic and Business English’; Robin Anderson. Maggioli Editore. ISBN: 978-88-387-6578.

Semester

The course is held in the 2° semester of the second year – 2 hours per week.

Teaching language

English

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | GENDER EQUALITY | AFFORDABLE AND CLEAN ENERGY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION