

Nottingham Trent University

Module Specification

	Basic module information	
1	Module Title:	Made in Italy. Creativity and Business Practices
2	Module Code:	ITAL21012
3	Credit Points:	20
4	Duration:	Half Year
5	School:	Arts and Humanities
6	Campus:	Clifton
7	Date this version first approved to run:	September 2013

8 Pre, post and co-requisites:

These are modules that you must have studied previously in order to take this module, or modules that you must study simultaneously or in a subsequent academic session

<u>Pre, Co, Post</u>	<u>Module Code</u>	<u>Module Title</u>
Pre	ITAL10112	Italian Grammar
Pre	ITAL10212	Texts and the Cities
Co	ITAL26613	Italian Language Two (post A Level)

9 Courses containing the module

<u>Level</u>	<u>Core/Option</u>	<u>Mode</u>	<u>Code</u>	<u>Course Title</u>
		SW	MODL010	BA (H) French and Italian
		SW	MODL023	BA (H) German and Italian
		SW	MODL030	BA (H) Italian and English
		SW	MODL031	BA (H) Italian and European Studies
		SW	MODL032	BA (H) Italian and Film & TV
		SW	MODL033	BA (H) Italian and Global Studies
		SW	MODL034	BA (H) Italian and History
		SW	MODL035	BA (H) Italian and International Relations
		SW	MODL036	BA (H) Italian and Linguistics
		SW	MODL037	BA (H) Italian and Mandarin Chinese
		SW	MODL038	BA (H) Italian and Media
		SW	MODL039	BA (H) Italian and Philosophy
		SW	MODL040	BA (H) Italian and TESOL
		SW	MODL054	BA (H) Spanish and Italian
		FT	EURX002	European Exchange (Second Half Year)
		FT	EURX003	European Exchange (Full Year)

FT	INTX002	International Exchange (Second Half Year)
FT	INTX003	International Exchange (Full Year)

10 Overview and aims

Italy is a trendsetter and leader in fashion, object and furniture design and jewellery. It has produced some of the most celebrated interior designers and architects, its car industry has created some of the greatest status symbols of the century and Venice, Milan, Florence and Vicenza started to manufacture luxury goods in the XI century. With 60% of the world's art treasures in its territory, Italy is also a magnet for tourism. One of the top economies in the world, in 2011 Italy was the UK's seventh largest export market and one of its largest suppliers; it is Europe's second-largest export economy.

In this module you will explore this important area of Italian culture in the context of the economic and industrial system; you will also combine improving communication skills in Italian for business purposes with background to doing business in Italy.

11 Module content

In this module you will explore some of the major areas of Italian creativity (fashion, design, industry) at the root of its continuing to flourish and maintaining competitiveness on the international markets. Italy's strong cultural heritage also extends into its business customs and etiquette; you will therefore have the opportunity to understand Italian business protocol, as well as build your communication skills in Italian for business purposes. By building on both cultural and linguistic competence, the module will give you the opportunity to learn about business structures, organisations and practices, as well as offer preparation and practice in specific registers and situations, thus enhancing your employability.

12 Indicative reading

Bosoni, G. and Antonelli, P. (2008), *Italian Design*, Milano, 5 Continents
 Ducci, C., Bordignon, E., Dell'Acqua, B. and Quintieri, B. (2005), *Luxury in Living: Italian Designers for Italian Industries*, Milano, Mondadori Electa
 Butera, F. and De Micheli, G. (eds) (2011), *L'Italia che compete. L'Italian way of doing industry (Tecnologia, organizzazione e persone)*, Roma, Franco Angeli
 Fava, M. (2011), *Introduzione al commercio italiano / An Introduction to Business Italian*, Bern, Peter Lang

13 Learning outcomes

Learning outcomes describe what you should know and be able to do by the end of the module

Knowledge and understanding. After studying this module you should be able to:

- Recognise and review the role and impact of Italian design in the broader context (within and outside Europe)
- Describe Italian business structures
- Demonstrate knowledge and understanding of Italian lexis, structures and registers in the business context
- Recognise cultural differences and similarities between Italy and your Country
- Explain the work-related contexts of Italy

Skills, qualities and attributes. After studying this module you should be able to:	
	<ul style="list-style-type: none"> • Deploy Italian language skills (listening, speaking, reading, writing) for practical, social and professional purposes • Communicate information in Italian and English and mediate between the two • Demonstrate adaptability, time management skills and ability to work collaboratively

14	Teaching and learning <i>Range of modes of direct contact</i> This indicates the range of direct contact teaching and learning methods used on this module, e.g. lectures, seminars Weekly lectures, seminars and workshops, some of which may be student and some staff led Total contact hours: 39
	<i>Range of other learning methods</i> This indicates the range of other teaching and learning methods used on this module, e.g. directed reading, research Lectures and seminars will be supported by recommended readings, which will guide your understanding of key themes and concepts addressed in the module. You will also be expected to engage in additional independent learning, including directed reading, online learning tasks through the NOW and independent research. Total non-contact hours: 161

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Assessment methods

This indicates the type and weighting of assessment elements in the module

<u>Element number</u>	<u>Weighting</u>	<u>Type</u>	<u>Description</u>
1	100%	Portfolio	Written and Oral tasks

Diagnostic/formative assessment

This indicates if there are any assessments that do not contribute directly to the final module mark

Formative feedback is provided during seminar and/or online discussions, as well as on completed pieces of practice work

Further information on assessment

This section provides further information on the module's assessment where appropriate

Variety of written and oral tasks (e.g. business letters and communications)

Document management

16	Module Title:	Made in Italy. Creativity and Business Practices	
17	Module Code:	ITAL21012	
18	Subject (JACS) Code	R310	
19	Cost Centre	137	
20	School:	AAH	
21	Academic Team	HLI	
22	Campus	2 (Clifton)	
23	Other institutions providing teaching	<i>Please complete in box 23 a-d - if applicable</i>	
		Institution	%
23a	Other UK Higher Education or Further Education Institution- Please name Percentage not taught by NTU		
23b	Other public organisation in the UK- Percentage not taught by NTU		
23c	Other private organisation in the UK - Percentage not taught by NTU		
23d	Any other Non-UK organisation - Percentage not taught by NTU		
24	Date this version was formally approved by SASQC/DAG:		