

Urbino University “Carlo Bo” - Italy

Faculty of Foreign Languages and Literature



*Ranked 1st among Italian faculties
by CENSIS classification*

Two-year second level degree course in *Intercultural Business Communication* Academic Year 2010-2011

Objectives

Graduates of the two-year second level degree course in International Business Communication will have highly developed communications skills in two foreign languages.

They will be able to communicate effectively in complex business contexts, for example within international companies or small medium-sized enterprises planning an internationalisation process.

They will have a solid knowledge of the cultural characteristics of the countries where the languages they have studied are spoken and they will understand the dynamics of intercultural communication.

Therefore, they will also be able to speak and write properly in two foreign languages according to the different contexts in which they are asked to act.

Career opportunities

Graduates will be able to

- function as: international sales managers, junior export managers, international business managers, experts in intercultural negotiations, junior communications managers and foreign language consultants in business internationalisation processes;
- hold positions of great responsibility in international business fields (marketing and sales offices, international public relations offices) in companies and other public and private organisations;
- survey and analyse characteristics, risks and opportunities in international markets to support the development of management strategies (management consultants in international markets).

Information about the didactic structure

This is a two-year second level degree course. Students will deepen their knowledge in two foreign languages, chosen among Chinese, English, French, German, Russian and Spanish.

Economic subjects focus on the most important aspects of internationalisation processes. Foreign language exams include written and oral parts. Teaching methods include lectures, tutorials, foreign language instruction according to skill level, language labs, interdisciplinary workshops in linguistic, cultural and business topics, conferences and meetings with business experts and consultants and with Italian and foreign lecturers. All these activities aim to give students a deep linguistic and scientific knowledge which allows them both to continue their studies and research and to work in international markets.

Enrolment requirements

This second level degree course is open to all students.

However the following are required:

- certification of a three-year first level degree course;
- high knowledge of two foreign languages (according to the Common European Framework for Languages, requirements are: C1 for English, French, Spanish and German and level B1 for Chinese and Russian);
- basic knowledge of business and management topics.

All first level graduates who do not have any foreign language certification or degree course certification which state both foreign languages and economic knowledge can demonstrate their skills through entry testing. For more information about test dates and topics go to

<http://www.uniurb.it/lingue/corsi/LM2/>

STUDY PLAN

1st Year	ECTS
1. Foreign language I A	10
2. Foreign language I B	10
3. Intercultural Negotiations	5
4. Intercultural relations with the country related to language A (choose among:) Intercultural relations with China Intercultural relations with Russia Intercultural relations with France Intercultural relations with Germany Intercultural relations with Great Britain ; Intercultural relations with America (Anglophone area) Intercultural relations with Spain	5
5. Intercultural relations with the country related to language A (choose among:) Intercultural relations with China Intercultural relations with Russia Intercultural relations with France Intercultural relations with Germany Intercultural relations with Great Britain ; Intercultural relations with America (Anglophone area) Intercultural relations with Spain	
6. Intercultural systems, legal systems and complex organizations	5
7. Internet Marketing	10
8. Student's choice	10
2nd Year	ECTS
1. Foreign language II A	5
2. Foreign language II B	5
3. Intercultural Business Communication	10
4. Internationalisation Strategies	10
Computer skills for business	5
Intercultural workshops	5
Thesis	20

You can choose among the following foreign languages: Chinese, English, French, German, Russian and Spanish.

Information

Prof. Claus Ehrhardt • E-mail: claus@uniurb.it and Prof. Marco Cioppi • E-mail marco.cioppi@uniurb.it

Maria Concetta Tagarelli
Tel. 0722-2961 • E-mail: lingueoddi@uniurb.it

Laura Ferrara
Tel. 0722-4744 • E-mail: laura.ferrara@uniurb.it

Registrar's Office

via Saffi, 2 – 61029 Urbino PU – open Monday to Saturday (9.30-12.00)
Tel. 0722-305205 • Fax 0722-305287

Web site

<http://www.uniurb.it/lingue/corsi/LM2/>