



a.y. 2015-2016/2016-2017

## Class contents and exam requirements

Code 20369 - 20375 (20419)

Italian Language – First and Second language

**B2 Business**

Class contents and exam requirements are the same for both attending students and non-attenders

<b>Program</b>	Master of Science
<b>Degree course</b>	M, IM, MM, AFC, GIO, FINANCE, ACME, ESS, EMIT (taught in English)
<b>Teaching activity</b>	<ul style="list-style-type: none"><li>Annual course: 1st year, 2nd semester (36 hours) - 2nd year, 1st semester (36 hours); (total classroom teaching hours 72)</li></ul> The course is activated if an appropriate number of participants is met
<b>Minimum initial level</b>	In order to attend the class in a productive way, students are advised they need a <b>B1</b> level (intermediate)
<b>Objective</b>	<ul style="list-style-type: none"><li><b>Language skills for Bocconi internal exam</b> (B2 business)</li><li>acquisition of language skills to communicate effectively and confidently in a professional context</li></ul>
<b>Final Exam</b>	<ul style="list-style-type: none"><li>Bocconi internal exam (B2 business level*) or an <a href="#">international certification among those recognized by the University</a></li><li>4 credits – 2<sup>nd</sup> year, 1<sup>st</sup> semester</li></ul> The B2 business language exam counts towards the Master CEMS and replaces the MBC test, provided that candidates have attended a B2 course for at least one semester
<b>Head Teacher</b>	<a href="#">Elisa Turra</a>
<b>Note</b>	The B2 business exit level is only available for students enrolled in a degree course taught in English

\*[Common European Framework of Reference for Languages](#)

### Set Textbooks

- Incalcaterra-McLoughlin, L. , Pla-Lang, L, Schiavo-Rothender, G. *Italiano per economisti*, Alma Edizioni, Firenze, 2003
- Authentic materials supplied by the teacher in class: newspaper and magazine articles, videos, internet, radio and TV programmes

### Recommended textbook

- Nocchi, S. *Italian Grammar in Practice*, Alma Edizioni, 2007



We would like to remind all students that the Language Centre provides information and counseling regarding language study. Students can find various material for preparation [in internationally recognized certificates by the University](#) and Bocconi internal exam at the [language laboratory](#) (multimedial library) and online (visit: [www.unibocconi.eu/languagecenter](http://www.unibocconi.eu/languagecenter), in Language Laboratory).

## Resources

<a href="#">Materials prepared by professors</a>
<a href="#">Self-study programme</a>
<a href="#">Past exams</a>
<a href="#">Extra teaching materials</a>
<a href="#">Language tutors</a>
<a href="#">Office Hours for Bocconi teachers</a>
<a href="#">International certificates recognized</a>

### Classroom activities & skills

At the end of the course, the student should be able to:

- understand the main points of a complex text about both concrete and abstract ideas, including the technical aspects of their major subjects
- interact with native speakers fairly fluently and be easily understood
- write clearly and in some detail on a wide range of subjects, especially work-related ones
- express an opinion arguing for and against and with the use of presentation software

The teaching will propose the following activities:

- **grammatical revision:** consolidation and extension of intermediate grammatical forms and structures
- **vocabulary extension:** the reading of authentic and adapted texts drawn from textbooks, newspapers and the Internet
- **written assignments:** tasks will be set to develop individually or in small groups, at times requiring presentation to the whole class; editing professional documents (formal letter, e-mail, blog)
- **reading comprehension:** presentation and analysis of texts in Italian indicated by the professor
- **oral interaction:** discussion of concepts relating to everyday and professional topics
- **mock exams and testing:** exercises taken from past exams and also full mocks will be given and corrected in class by the professor

### Self-Study activities & skills

Learning a language and effective preparation for the exam require regular attendance of lessons and constant effort also in terms of autonomous study. For this purpose, a series of activities to be done in the textbook (see adopted and suggested texts) and the self-study modules available on the [e-learning](#) platform have been included in the table below. In the Libraries students can also find the material provided by the teacher in the classroom and some previous exam papers. It is suggested to dedicate 3-5 hours weekly for independent study.

Topics/units	Skills	Self-study program* (see "set textbooks")
Imprese e società Contratti e fatture	Analisi di dati socio-economici. Introduzione alla redazione di documenti	Italiano per Economisti p.10-27 Italian Grammar in practice p.



Struttura organizzativa dell'azienda Le aziende del made in Italy La contraffazione	scritti: la relazione e il comunicato stampa Gestire la corrispondenza commerciale	76-92
Caratteristiche delle società italiane La gestione delle risorse umane Donne e leadership Lavoro e occupazione: telelavoro	Interviste a imprenditori e operatori del settore Analisi di casi aziendali Redigere un cv e una lettera di motivazione	Italiano per Economisti p. 35-47 Italian Grammar in practice p. 36-38
Banche e investimenti Principali strumenti finanziari	Comprendere un comunicato finanziario e un bilancio, redigere lettere ai soci e agli azionisti	Italiano per Economisti p.52-73 Italian Grammar in practice p. 138-141
Business plan e marketing Le strategie di marketing La pubblicità	Redigere un business plan Analizzare e interpretare dati e cifre relativi alle vendite, ai prodotti e alle strategie di marketing	Italiano per Economisti p.76-83 Italian Grammar in practice p. 82-88
Internet e le nuove tecnologie L'e-commerce in Italia e nel mondo Il cliente: bisogni e aspettative	Leggere e scrivere nel Web, analizzare la variazione di stile in relazione al canale Analisi di casi aziendali Customer care: gestire lamentele con la posta elettronica, crowd marketing e social network	Italiano per Economisti p. 90-101 Grammar in practice p. 170-180
La riunione aziendale Il colloquio selettivo	Gestire un conflitto, dinamiche di gruppo e processo decisionale simulare una riunione aziendale	Modulo di autoapprendimento sull'e-learning: Al lavoro
La comunicazione aziendale esterna e interna La responsabilità sociale	Gestire la comunicazione istituzionale Rispondere a una sollecitazione, persuadere, negoziare Gestire le relazioni con il cliente	Grammar in practice p. 188
Gli scambi internazionali e le esportazioni I distretti industriali	Analizzare e interpretare dati e cifre relativi all'export e ai principali scambi economici tra l'Italia e gli altri paesi	Italiano per Economisti p. 95-101 Grammar in practice p. 194-200

Students are encouraged to study individually and in groups in addition to their work in class



## Exam content and description

The exam is scored out of a maximum of 30 points, which will go into the calculation of your grade point average, and evaluates your ability to:

- understand fairly long and complex listening passages, making notes and reworking the information heard
- write structured texts of various types
- oral interaction: presentation and discussion
- demonstrate your knowledge of the language, by correctly using a range of vocabulary and grammatical structures

## Exam Terms

The exam consists of **two compulsory** parts: a **written test** and an **oral test**.

In order to sit for exams, both written and oral, it is necessary to enroll for the exam through Punto Blu. Both tests must be successful for the exam to be recorded.

For the **written test**:

- the written test can be taken again before sitting for the oral test
- the handing in of the exam paper makes the previous written exam taken null

For the **oral test**:

- it can only be taken if the written test has been successful (minimum mark: 18/30)
- it can only be taken within the validity terms of the written test (see section **Written Exam, Validity**)
- it involves the preparation of the content and any materials as indicated in the program (see section **Oral exam, Test**)
- once the oral exam is passed, the oral mark is added to the written one to define the final grade (see section **Oral Exam, Final grade**)

**Passing the B2 business language exam qualifies a student for the Master Cems, provided that at least one semester of the course has been attended.**

### Written Exam

<b>First part</b>	Listening to one or more passages – monologues and/or dialogues – containing data, opinions, descriptions, explanations	
Objective	Check candidates' ability to: - understand a listening passage and make brief notes on the information contained therein; - report accurately in a structured written form the information and opinions expressed, possibly adding also a personal comment	
Test	Writing memos, letters or short reports according to instructions given	<b>15/30</b>
<b>Second part</b>	Reading comprehension of one or more authentic texts, possibly also containing graphs, tables, images	
Objective	Checking candidates': - ability to understand written texts; - ability to write structured texts suitable for professional use	
Exam	Writing a brief report on a topic contained in the materials given, expressing a personal opinion and using a format as instructed	<b>15/30</b>
Duration	120 minutes after the listening	
Dictionary	Bilingual dictionary can be used	



<b>Validity</b>	it is valid for the 3 subsequent oral exams, and it is also valid for the subsequent 12 months but there is a penalty that must be paid (see <i>Oral Exam, Final grade</i> )
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### Oral Exam

<b>Objective</b>	Presentation and discussion of the topic chosen and answering examiners' questions
<b>Skill</b>	Presentation and discussion
<b>Test</b>	Presentation of a dossier, prepared by the student, consisting of at least 2 business-related articles of 3000 words, each taken from the Italian press and linked together by one of the topics mentioned in the programme of the course and agreed with by the teacher prior to the exam. It is indispensable that students complete the above task in order to take the oral exam. Details on how to prepare for the exam are to be found on line in the library for each language (Bocconi <a href="#">e-learning</a> platform) or at: <a href="http://www.unibocconi.eu/languagecenter">http://www.unibocconi.eu/languagecenter</a> in Self-Study > <a href="#">Online materials</a>
<b>Duration</b>	15 minutes
<b>Dictionary</b>	Dictionaries are not allowed
<b>Final grade</b>	The oral exam can only be taken once you have passed the written exam. Students will be assessed in terms of their practical ability to communicate. During the oral exam marks can be added to or subtracted from the written exam result in the following way: <ul style="list-style-type: none"> <li>• by +3 or -3, if the oral exam is passed within the 3 oral exams subsequent to the written exam;</li> <li>• by +1 or -3, if the oral exam is passed after the first 3 subsequent oral exams, but still by 12 months subsequent to the written exam</li> </ul>

As an alternative to the Bocconi exam, students may choose to register one of the [international certifications recognized by the University](#). The achieved result is converted into a number grade out of a possible thirty and is registered in the academic career

### Additional Points

The assessment of language skills depends both on the result of the final exam and on marks awarded during the year:

1. **Positive participation in the course and completion of self-study activities**
2. **Partial Exam**
3. **First year exam passed the first time it is taken**

*Points are registered at the same time the oral exam is passed*

#### 1. Positive participation in the course and completion of self-study activities

<b>Objective</b>	To encourage constant and active improvement in the language
<b>Maximum points awardable</b>	<ul style="list-style-type: none"> <li>• <b>2 thirtieth:</b> 1 thirtieth for each semester of teaching for active participation in at least 75% of lesson hours + completion of the self-study programme</li> </ul>
<b>Assignment of points</b>	Defined by professor at the end of the course on the basis of quality of work performed and respected due dates as indicated the professor in the classroom and also online
<b>Validity</b>	From January to September immediately following the course. These months are included



## 2. Partial Exam

Objective	To assess students' progress in the language
Test	Skills: <ul style="list-style-type: none"><li>• Grammar – Grammar exercises in the following formats: multiple choice answers, sentence completion, transformation</li><li>• Vocabulary exercises in the following formats: sentence completion, cloze test, multiple choice answers and possibly a short writing</li></ul>
Duration	60 minutes
Dictionary	Dictionaries are not allowed
Maximum points awardable	<ul style="list-style-type: none"><li>• <b>0.5 thirtieth</b> is awarded on the condition that students pass their final written and oral exam within the first or second scheduled exam session</li></ul>
Assignment of points	The final grade is expressed by “pass” or “fail”; the extra points will be awarded in case of positive result (“pass”)
Validity	From January to February immediately following the course. These months are included
Note	The exam is open to all students, both attenders and non-attenders enrolled in the first year of their Degree course. It will be held once per academic year in June after classes have finished for the first semester (see General Exams calendar for exact date). Students must enrol at the Punto Blu

## 3. First year exam passed the first time it is taken

Objective	Reward students who sit for the exam only when really well prepared
Maximum points awardable	<ul style="list-style-type: none"><li>• <b>0.5 thirtieth</b></li></ul>
Assignment of points	Automatically, when the student registers for the written exam and hands in the exam for the first time, and passes it (minimum 18/30) and take the oral exam on the first available date subsequent to the written exam