

**INTERNATIONAL LANGUAGE CENTRE  
ACADEMIC YEAR 2020/21**

**REGULATION  
For the 1st, 2nd, and 3rd year**

Degree Course in  
**Corporate Communication and Public Relations (CC&PR)**

**PROFESSIONAL ENGLISH III, IV, PUBLIC SPEAKING  
LANGUAGE AND CULTURE OF THE SECOND FOREIGN LANGUAGE**

The International Language Centre offers language teaching as an integral part of the professional skills required on the labour market. In defining the different levels of linguistic knowledge and skills, it adheres to the Common European Framework of Reference as an evaluation parameter at an international level(<http://www.cambridgeenglish.org/it/exams-and-tests/cefr/>).

**TEACHING OBJECTIVES, CONTENT AND METHODOLOGY**

The teaching of *Professional English* aims at the development and consolidation of linguistic skills from *upper-intermediate* (B2+) to *advanced* (C1+) level on contents and functional elements concerning the world of work and professional relationships, taking into account the micro linguistic field of the single courses.

The approach to the themes and situations is communicative, therefore, listening comprehension and oral production prevail whilst integrating these skills with reading comprehension and written production. Focus is placed on morphological and syntactic mechanisms to lead the student to consistent and linguistic accuracy.

The teaching of the second foreign language aims at developing language and cultural skills bringing the student, depending on the language, to the completion of CEFR levels A1 (Russian and Chinese) or A2 (Spanish, French and German) for passive skills.

The approach to the issues and situations is communicative and involves the development of the written and oral comprehension of issues in everyday life, lexical consolidation and expansion, strengthening and broadening of basic morphosyntax with particular attention to precise and consistent linguistic practice. Part of the programme are also elements of the culture of the language.

The work, coordinated between the individual groups, takes place in a foreign language, is based on interactivity and includes practical exercises, group and individual work with the use of all audio, video and computer tools.

The student will be able to achieve this goal through regular attendance of the course and/or with an adequate amount of individual study hours.

**COURSE STRUCTURE**

**Professional English:** The courses are structured over the three-year course of each individual specialisation.

Access to the courses is subject to a language level assessment. To be exempt from Professional English III, students should present the following certifications: BEC Higher grade C or TOEFL iBT score from 95 to 109. The aforementioned certification must be shown in original at the

International Language Centre or adequate documentation that they have followed a curriculum in English and acquired the necessary school leaving diploma at the required level.

The annual courses consisting of 120 academic hours will be carried out online with the teacher, divided as follows: each semester 40 hours of online lessons with the teacher and 20 hours of compulsory individual study with the use of DVD and CD to complete the didactic requirement. The annual courses result in a total of 6 CFU.

### ***Language and culture of the second foreign language***

In **the II year of the course**, the student is required to study a second language chosen among: **French** (level A2) **German** (level A2), **Spanish** (level A2), **Chinese** and **Russian** (level A1). Activation of these courses is subject to reaching a minimum number of students.

The annual courses, carried out online with the teacher, consist of 80 academic hours (40 in each semester) resulting in a total of 6 CFU).

For non-beginners wishing to enrol in A2 level courses, a **language level test of the knowledge level A2** is scheduled. The test consists of 45 items from a choice of possibilities. Subject of the test are also questions about the culture of the language. This can act as an examination and performance evaluation, given that a positive grade can exempt the student from attending the courses and confers 6 CFU.

Those students who hold one of the following international certifications, dating back no more than 3 years, recognized by the Faculty Councils, are exempt from the courses:

French:	<i>DELF starting level A2 (version "tous publics") of the Centre Culturel Français Diplôme du Baccalauréat Général del Ministère de l'Education Nationale</i>
Spanish:	<i>Diploma de Español Nivel A2 (starting level) of the Instituto Cervantes</i>
German:	<i>Start Deutsch 2 / GD 2 (starting level) of the Goethe-Institut, WTB / ÖSD; Telc A2; Deutsches Sprachdiplom (DSD) Stufe I. Diplomi di scuole aderenti al progetto Deutsch-Profil-Schulen (DPS)</i>

Any certification for Chinese and Russian will be evaluated by the lecturers of those languages. Students with a baccalaureate equivalent to the Italian high school diplomas obtained at a school in a country where that language is officially spoken and adopts this language in their curriculum are also exempt from the exams.

### **EVALUATION AND CERTIFICATION OF CFU \***

The didactic programme foresees intermediate tests for English, both written and oral, and written tests for the second languages whose purpose is to provide objective elements for the evaluation of learning achievements credits proposed by the study plan can be certified by the following **two options**:

- a) students enrolled on the courses - **through ongoing assessment** - provided they **attend at least two thirds of the lessons**.  
Absences exceeding this threshold cannot be justified.

**b)** all other students by registering for the **exam in the sessions indicated in the didactic calendar**.

### **Method a): on-going evaluations**

#### ***Professional English III***

Two intermediate tests are scheduled during the academic year that will take place in the first week according to the didactic calendar dedicated to exam sessions (January and May, the dates will be published on the Community webpage). All tests will relate to the programme carried out and will verify the following skills: *Reading, Listening, Writing and Speaking*.

*Speaking* skills are evaluated on a continuous assessment basis during lessons. Finally, the students will prepare and deliver a presentation in class on a topic regarding one of the aspects of the course programme. The final score out of thirty is the result of the sum of each intermediate test.

#### ***Professional English IV***

Two intermediate tests are scheduled during the academic year that will take place in the first week according to the didactic calendar dedicated to exam sessions (January and May, the dates will be published on the Community web page). A recoup test could be possible for absent students. All tests will relate to the programme carried out and will verify the following skills: *Reading, Listening, Writing and Speaking*.

Finally, the students will deliver a presentation in the classroom on a topic related to one of the main aspects of the degree course they attended.

The score, expressed in thirtieths, is the total of the sum of the results of each partial test, considering “*Speaking*” as an integral part of the evaluation.

The International Language Centre will publish the final result on the Community webpage. If the student accepts the final result, they must sign up to the exam session assigned to register the final result of the intermediate tests. If the student refuses the result and decides to take the exam (see method b), they irrevocably turn down the evaluation achieved through the intermediate tests. In the event of a negative result, the student must sign up to an exam session.

#### ***Language and culture of the second foreign language***

Two intermediate tests are scheduled during the academic year that will take place in the first week according to the didactic calendar dedicated to exam sessions (January and May, the dates will be published on the Community webpage). The tests consists of 30 items from a choice of possibilities: reading comprehension and/or cloze test and/or listening comprehension and/or language review. Part of the test will also be questions about the culture of language.

The International Language Centre will publish the final result on the Community webpage. If the student accepts the final result, they must sign up to the exam session assigned to register the final result of the intermediate tests. If the student refuses the result and decides to take the exam (see method b), they irrevocably turn down the evaluation achieved through the intermediate tests. In the event of a negative result, the student must sign up to an exam session.

\* For the duration of the emergency due to the Covid-19 pandemic in accordance with the decisions of the University, there are no intermediate tests and there is no frequency requirement. Written assessments will be held during the examination sessions. During the Professional English III and IV lessons dedicated to speaking, oral production grades will be awarded. Students who do not receive an oral assessment during speaking lessons should take the oral exam during the scheduled examination sessions after taking the written exam.

**Method b): Exam*****Professional English III***

The exam requires that the student be adequately skilled in comprehensive, selective and detailed understanding of written and oral texts at B2 + level, focuses on the programme of the entire academic year and includes the following:

- Written test:

*Reading comprehension:* 1 text

*Cloze text:* 1 text

*Listening comprehension:* 2 texts

*Language review:* detailed comprehension of sentences with specific questions (multiple choice with 4 options) on morph-syntactic, lexical and communicative elements.

*Writing:* a formal / informal letter or e-mail or short report.

If the student passes the written test, they will be called to sit an oral exam in the same exam session:

- Oral exam: questions on the topics addressed during the course.

No penalties for incorrect answers on the written exam.

The result of the oral exam, is combined with the written result to reach an average final result.

***Professional English IV***

The exam requires that the student be adequately skilled in the comprehensive, selective and detailed understanding of written texts and oral reproduction of appropriate terminology corresponding to level C1. The exam focuses on the programme of the entire year and includes the following elements:

- Written test:

*Reading comprehension:* 1 Academic Text

*Listening comprehension:* 2 Academic lectures, Pre-recorded Talks Question-Response

*Vocabulary and structure:* Academic vocabulary and Use of English

*Writing:* Advanced Level lexical text relating to prior research on current affairs, topics from newspapers, periodicals and online commentary.

Once the students pass the written test, they will be called to sit the oral exam in the same exam session:

- Oral: interview on the topics addressed during the course (comments on academic material, visual and authentic articles).

No penalties apply for incorrect answers.

The result of the oral exam, is combined with the written result to reach an average final score out of thirty.

### ***Professional English: Public Speaking***

The course aims to develop professional but also academic speaking and writing skills, thus improving the level of English with systematic academic language preparation.

Possible course material should have electronic versions for autocorrection and constant monitoring, to give the best results for courses delivered online.

The programme consists of the following skills by providing practice in:

Speaking - business communication for success in giving presentations, brainstorming and analysis of specific academic and business situations

Reading - summarising and commenting on academic texts and authentic articles with up to date business vocabulary

Writing – creating advanced level lexical texts and speech writing relating to academic and business topics

Listening- using a series lectures based on English academic studies, business podcasts and videos

Two intermediate tests are scheduled during the academic year that will take place in the first week according to the didactic calendar dedicated to exam sessions (January and May, the dates will be published on the Community web page). A recoup test could be possible for absent students.

All tests will relate to the programme carried out and will verify the following skills:

*Reading, Listening, Writing and Speaking.*

Finally, the students will deliver a presentation in the classroom on a topic related to one of the main aspects of the degree course they attended.

The score, expressed in thirtieths, is the total of the sum of the results of each partial test, considering “*Speaking*” as an integral part of the evaluation.

### ***Public speaking exam***

The exam requires that the student be adequately skilled in the comprehensive, selective and detailed understanding of written texts and oral reproduction of appropriate terminology corresponding to level C1+.

The exam focuses on the programme of the entire year and includes the following elements:

- Written test:

*Reading comprehension:* 1 Academic /BusinessText

*Listening comprehension:* 2 Academic lectures, Pre-recorded Talks Question-Response

*Vocabulary and structure:* Academic vocabulary and Use of English/ Business English in use

*Writing:* Advanced Level lexical text relating to prior research on current affairs, topics from newspapers, periodicals and online commentary.

Once the students pass the written test, they will be called to sit the oral exam in the same exam session:

- Oral: interview on the topics addressed during the course (comments on academic material, visual and authentic articles).

No penalties apply for incorrect answers.

The result of the oral exam, is combined with the written result to reach an average final score out of thirty.

The programme is valid for all exam sessions of the academic year 2020-2021.

***Language and culture of the second foreign language***

The exam requires that the student be adequately skilled in comprehensive, selective and detailed understanding of written texts focusing on morph-syntax and the use of appropriate terminology at level A2 for Spanish, French and German and at level A1 for Russian and Chinese.

The exam includes 45 items with specific questions (reading comprehension and/or listening and or cloze test and/or language review (multiple choice). Part of the exam will also be questions on the culture of the language.

No penalties for incorrect answers.

The procedure for registering the results of the exam is the same as for the standard faculty exams and will be indicated at the beginning of the courses.

The programme is valid for all exam sessions of the academic year 2020-2021.

\*\*\*

The didactic norms illustrated in this Regulation have been drawn up in agreement with the Directorate of the Institute of Higher Education SSML Carlo Bo.

Director of Studies

Prof. Paolo Proietti

