



CAMPUS  
**CIELS**

**WELCOME GUIDE  
FOR INCOMING STUDENTS**

Scuola Superiore per Mediatori Linguistici – SSML – CIELS

## CONTACTS:

Via S. Venier 200, 35127 Padova  
Phone: +39 049 774152  
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International Relations Office  
Monday: 09:00-12:00 – Thursday: 09:00-12:00  
Email: [erasmus@ciels.it](mailto:erasmus@ciels.it)

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Monday – Friday 09:00-13:00 and 14:00-17:00  
Email: [coordinamento.affini@ciels.it](mailto:coordinamento.affini@ciels.it) or  
[coordinamento.linguistici@ciels.it](mailto:coordinamento.linguistici@ciels.it)

*Scuola Superiore per Mediatori Linguistici – SSML – CIELS is a university located in Padova with different specialisations complementing Interpreting and Translation Studies. For a description of our courses and timetables see our website: [www.ciels.it](http://www.ciels.it). Campus CIELS is a large facility in Padova, close to the city centre, 15 minutes away from the railway station.*

## TRANSPORTATION

Padova can be easily reached by train with direct connections from most European countries: the nearest main connections are Milano Centrale (230 km), Verona P.N. (80 km), Venezia-Mestre (30 km) and Bologna (120 km).

If you want to visit nearby cities and villages remember to choose a local train (Regionale): they are cheaper and they stop in small cities and villages. To reach big cities such as Rome, Milan, etc. you can use the fast trains (Freccia Bianca, Rossa, Argento, Italo): they are quite expensive, but you will save time! Remember to book your ticket.

The nearest airports are Venezia (35 km), Treviso (60 km), Verona (80 km), Bologna (120 km) and Milano (230 km). Sita buses go there (check the timetable here <http://www.fsbusitaliaveneto.it> but if you need to go there early in the morning or late at night, you will need a taxi (<http://www.airservicepadova.it>).

## TRANSPORTATION *in Padova*

Padova is quite a small town and therefore the easiest way to get around is by walking or cycling.

If you buy a bicycle we recommend you buy a good lock too and use it all the time. You can also use the service "Goodbike Padova": 250 bicycles you can rent only for the time you need it:  
<http://www.goodbikepadova.it>

Here is a map of bicycle lanes:  
<http://www.padovanet.it/dettaglio.jsp?tassid=1632&id=10091>

You can also rent and park your bicycle in the parking lot in front of the railway station:  
<http://www.padovanet.it/dettaglio.jsp?tassid=1693&id=9888>

To visit the city and nearby villages you can use the public "APS Mobilità", which includes a tram service, urban buses, extra-urban buses. For more info:  
<https://www.padovanet.it/informazione/percorsi-e-orari-degli-autobus-e-del-tram>

Bus line N. 3 stops very near: as you exit the Campus turn right and then left into the main street, the bus stop is on your left.

## HEALTH

If you need medical assistance, you must have your TEAM card, issued by your country's Health Service, or health insurance, before coming to Italy. If you are in urgent need of hospital care, go directly to the nearest hospital, to the Pronto Soccorso (Emergency Ward), taking your TEAM card with you. If you need other medical services you must get the green form called “carnet della salute” from:

Ufficio Estero dell'USL (Unità Sanitaria Locale)

Via Scrovegni 12 Padova

Tel. +39 049 821 40 69

Opening hours: from 8.3-12 am Mon to Fri; also from 2.30-4.30 pm Mon and Thur

A file in your name will be opened at this office and there will be a list of doctors available there. The green form contains one set of coupons used to obtain services and one set of coupons for prescriptions, specialist examination, hospitalisation and so on.

During the night, on Saturday afternoons and holidays, or in an emergency, dial 118 or go to the nearest hospital.

# ACCOMMODATION

The Padova campus offers several facilities to students, such as library, computer rooms with internet facilities, cantine and bar, sports facilities. Student accommodation can be found within walking distance. Our students can also apply for student housing with ESU, the local authority for the right to education

<https://www.esu.pd.it/en/sassa-service>

For help to find accommodation in Padova you can also contact the SASSA Service <http://www.sassa.org>

OTHER PLACES TO STAY,  
ESPECIALLY FOR SHORT  
PERIODS, FOR YOU OR  
YOUR GUESTS INCLUDE:

### **Youth Hostel «Città di Padova»**

via Aleardi, 30 - 35122 Padova

Phone 0039 049 8752219 - fax 0039 049 654210

Internet:

[http://www.ostellopadova.it/index\\_file/Page619.htm](http://www.ostellopadova.it/index_file/Page619.htm)

### **Casa a Colori**

Via del Commissario, 44 Padova

Tel: 049/680332

[www.casaacolori.org](http://www.casaacolori.org)



# FREE TIME

[www.padovanet.it](http://www.padovanet.it)

Have a look at the following websites to find out more about the city (cinemas and theatres, museums, trips, nights out, etc.):

[www.padovando.it](http://www.padovando.it)

Here you can find information about restaurants in Padova and culinary events in the city.

[www.turismopadova.it](http://www.turismopadova.it)

This website has a vast amount of information about the main tourist attractions to visit during your time here.



ECTS grading table	CIELS - marks	Description
A	30 e lode 30	<i>DISTINCTION</i>
B	29 28 27 26	<i>EXCELLENT</i>
C	25 24 23	<i>GOOD</i>
D	22 21 20	<i>GOOD/PASS</i>
E	19 18	<i>PASS</i>

## ECTS CREDITS

According to the Italian Law and to the decision of our Technical and Scientific Committee (“Comitato Tecnico-Scientifico”), 1 CFU (Formative University Credit) is equivalent to 1 ECTS (European Credits Transfer System) credit. One CFU generally corresponds to 25 hours of workload per student, time for individual study included.

The average workload of a full-time student is conventionally fixed at 60 ECTS per year.

The evaluation grading system goes from 18 to 30. The highest possible grade is 30 cum laude which corresponds to excellent. Some modules and activities are evaluated with the positive assessment “Idoneità” which means that the exam/module has been passed but there is no mark.

## ATTENDANCE OF LECTURES AND EXAMS

Once in Padova, you can refer to the Segreteria Didattica and our website to find out about the timetable of your classes. Ask the Segreteria the username and password to access our Moodle platform: this is where notices and course material will be published.

You are kindly invited to introduce yourself to the teachers in charge of the modules you have chosen to attend. Please do this as soon as possible, so that they can give you advice or any other useful help. Make sure you let the International Relations Office know of any problems you are having as a student here at CIELS.

If you want to change your learning agreement you can do so, within a month of your arrival. Discuss the changes you would like to make with CIELS International Relations Office, fill in the page with the changes to the original agreements, send it to your tutor in your home university and have them sign it.

When you do an exam remind your teacher that you are an Erasmus student and that he/she needs to register the mark in your personal “libretto” and send your result to the International Relations Office so that your Transcript of Records can be prepared.

## CANTEEN

Every Erasmus student can obtain a canteen card issued by ESU (the regional authority runs several hostels and canteens). This card gives access to our canteen and all other eight ESU canteens. For more information please refer to:

<http://www.esupd.gov.it/en/our-main-activities/food-services-canteens>

Leave your details and a passport-size picture at the International Relations Office upon arrival and we will forward the request for you.

## FIRST-CYCLE DEGREE IN LANGUAGE MEDIATION SPECIALIZATION PATH

Each curriculum has different courses and exams:  
exchange students can choose among all the  
courses we offer. Please remember that most of the  
non-linguistic courses are taught in Italian



**Sicurezza e Difesa Sociale (Criminologico)**  
*(Security and Social Defense (Criminology))*



**Organizzazioni Internazionali e Diplomatiche**  
*(International and Diplomatic Organizations)*



**Pubblicità, Marketing e Relazioni Pubbliche**  
*(Advertising, Marketing and Public Relations)*



**Management Turistico e Commercio Internazionale**  
*(Tourism and International Business)*



**Business Management per l'Internazionalizzazione  
d'Impresa**  
*(Business Management for Company  
Internationalization)*

## LANGUAGE COURSES AND EXAMS

At CIELS we teach several languages: Arabic, Chinese, English, French, German, Russian and Spanish. In addition, languages such as Hebrew, Persian, Portuguese, and Japanese are offered if a minimum number of students enrolled is achieved.

For the sake of brevity, we have used the acronyms “ITA”, short for “Italian”, and “FL”, short for “Foreign Language”. When you fill your Learning Agreement **specify which one of our languages you wish to study**: for example “Consecutive Interpreting German/Italian”, “Language and Culture French”, etc.

Most of the language courses last all year: if you are here for one semester, professors will give you a partial test at the end of your stay and we will establish the amount of your ECTS accordingly. The semester of some courses may vary, so before filling your Learning Agreement, please doublecheck with our International Relations Office.

*\*Some linguistic and non-linguistic courses are taught in Italian. However, upon request, students might have the possibility to take the exam speaking (or writing) in English, if the professor in charge of the course agrees to do so.*

# ACADEMIC CALENDAR 2023/2024

LESSONS		
FIRST SEMESTER	From	To
	02/10/2023	19/01/2024
SECOND SEMESTER	From	To
	26/02/2024	20/05/2024

# EXAMINATIONS PERIOD

<b>WINTER</b>	<b>From</b>	<b>To</b>
	29/01/2024	23/02/2024
<b>SPRING-SUMMER</b>	<b>From</b>	<b>To</b>
	27/05/2024	12/07/2024
<b>FALL</b>	<b>From</b>	<b>To</b>
	26/08/2024	27/09/2024

## Holidays – closing dates

Christmas holidays		Easter holidays		Other closing dates	
From	To	From	To		
23/12/2023	07/01/2024	29/03/2024 (included)	01/04/2024 (included)	01/11/2023 08/12/2023	25/04/2024 01/05/2024 02/06/2024 13/06/2024

Holidays  
closing dates



# Info to FILL the OLA

<https://learning-agreement.eu/>

## Receiving institution info

Name of the University: **CAMPUS CIELS PADOVA**

Country: **ITALY**

Erasmus Code: **E PADOVA05**

Address: **VIA S. VENIER 200, 35127 PADOVA, ITALY**

Faculty: **LANGUAGES (023)**

Contact person: **Prof. Michele Di Bari**

Contact email: **erasmus@ciels.it**

Contact phone: **+39 049 774152**

Res. person: **Prof. Michele Di Bari**

Res. e-mail: **erasmus@ciels.it**

Res. phone: **+39 049 774152**



LIST OF COURSES FIRST YEAR  
PATH: A

COURSE	MODULE	YEAR	ECTS CREDITS	SEMESTER	COURSES AVAILABLE FOR THESE LANGUAGES
LANGUAGE MEDIATION	Writing Skills – language and linguistic 1 <i>(Lingua 1)</i>	I	6	Annual	English-French-German-Spanish- (15 CFU/ECTS)
	Contrastive analysis and introduction to translation <i>(Analisi Contrastiva e Avviamento alla Traduzione)</i>		3		
	Dialogue interpreting 1 <i>(Interpretazione Dialogica 1)</i>	I	3	Annual	
	English Laboratory in Writing skill, essay and communication <i>(Laboratorio Inglese di Writing skill, essay e comunicazione)</i>		3	First Semester	
	Foreign Languages Labor for Sectoral languages, micro-languages, and technicalities <i>(Laboratorio di Linguaggi settoriali, microlingue e tecnicismi per la 2° e 3° lingua)</i>		3	Second Semester	
LANGUAGE MEDIATION	Writing Skills – language and linguistic 1 <i>(Lingua 1)</i>	I	6	Annual	Russian-Chinese-Arabic (15 CFU/ECTS)
	Contrastive analysis and introduction to translation <i>(Analisi Contrastiva e Avviamento alla Traduzione)</i>	I	6	Annual	
	English Laboratory in Writing skill, essay and communication <i>(Laboratorio Inglese di Writing skill, essay e comunicazione)</i>	I	3	First Semester	
	Foreign Languages Labor for Sectoral languages, micro-languages, and technicalities <i>(Laboratorio di Linguaggi settoriali, microlingue e tecnicismi per la 2° e 3° lingua)</i>		3	Second Semester	
PORTUGUESE HEBREW PERSIAN JAPANESE	Introduction to the language <i>(Corso Base)</i>	I	6	Annual	Course may be cancelled if minimum number of students enrolled is not reached



# LIST OF COURSES FIRST YEAR PATH: B

COURSE	MODULE	YEAR	ECTS CREDITS	SEMESTER	COURSES AVAILABLE FOR THESE LANGUAGES
<b>LANGUAGE MEDIATION</b>	Writing Skills – language and linguistic 1 <i>(Lingua 1)</i>	I	6	Annual	English-French-German-Spanish- (15 CFU/ECTS)
	Contrastive analysis and introduction to translation <i>(Analisi contrastive e avviamento alla traduzione)</i>		3		
	Introduction to interpreting <i>(Introduzione all'interpretazione)</i>		2		
	Consecutive interpreting 1 (FL - ITA) <i>(Consecutiva Passiva 1)</i>		2		
	Dialogue interpreting 1 <i>(Interpretazione dialogica 1)</i>		2		
<b>LANGUAGE MEDIATION</b>	Writing Skills – language and linguistic 1 <i>(Lingua 1)</i>	I	5	Annual	Russian-Chinese-Arabic (15 CFU/ECTS)
	Contrastive analysis and introduction to translation <i>(Analisi contrastive e avviamento alla traduzione)</i>		5		
	Introduction to interpreting <i>(Introduzione all'interpretazione)</i>		5		
<b>PORTUGUESE HEBREW PERSIAN JAPANESE</b>	Introduction to the language <i>(Corso base)</i>	I	6	Annual	Course may be cancelled if minimum number of students enrolled is not reached



# LIST OF COURSES SECOND YEAR PATH: A

COURSE	MODULE	YEAR	ECTS CREDITS	SEMESTER	COURSES AVAILABLE FOR THESE LANGUAGES
<b>LANGUAGE MEDIATION</b>	Writing Skills – language and linguistic 2 <i>(Lingua 2)</i>	II	3	Annual	English-French-German-Spanish-Russian-Arabic-Chinese (15 CFU/ECTS)
	Translation Foreign Language – Italian 2 <i>(Traduzione passiva 2)</i>		6		
	Dialogue interpreting 2 <i>(Interpretazione dialogica 2)</i>		3		
	English social-health laboratory <i>(Laboratorio Socio Sanitario inglese)</i>		3	Second Semester	
	Foreign Languages social-health laboratory <i>(Laboratorio Socio Sanitario per la 2° e 3° lingua)</i>		3	First Semester	
<b>PORTUGUESE II</b> <b>HEBREW II</b> <b>PERSIAN II</b> <b>JAPANESE II</b>	Introduction to the language <i>(Corso base)</i>	II	6	Annual	The second-year courses will start only if the first-year courses have been started



# LIST OF COURSES SECOND YEAR PATH: B



COURSE	MODULE	YEAR	ECTS CREDITS	SEMESTER	COURSES AVAILABLE FOR THESE LANGUAGES
<b>LANGUAGE MEDIATION</b>	Writing Skills – language and linguistic 2 <i>(Lingua 2)</i>	II	3	Annual	English-French-German-Spanish-Russian-Arabic-Chinese  (15 CFU/ECTS)
	Translation Foreign Language – Italian <i>(Traduzione Passiva 2)</i>		6		
	Dialogue interpreting <i>(Interpretazione dialogica 2)</i>		2		
	Consecutive interpreting 2 (Foreign Language – Italian) <i>(Consecutiva passiva 2)</i>		2		
	Consecutive interpreting 2 (Italian – Foreign Language) <i>(Consecutiva attiva 2)</i>		2		
<b>PORTUGUESE II</b> <b>HEBREW II</b> <b>PERSIAN II</b> <b>JAPANESE II</b>	Introduction to the language <i>(Corso base)</i>	II	6	Annual	The second-year courses will start only if the first-year courses have been started



# LIST OF COURSES THIRD YEAR PATH: A

COURSE	MODULE	YEAR	ECTS CREDITS	SEMESTER	COURSES AVAILABLE FOR THESE LANGUAGES
LANGUAGE MEDIATION	Translation Foreign Language – Italian 3 <i>(Traduzione passiva 3)</i>	III	6	Annual	English-French-German-Spanish- (15 CFU/ECTS)
	Translation Italian – Foreign Language <i>(Traduzione attiva 3)</i>		3		
	Dialogue interpreting 3 <i>(Interpretazione dialogica 3)</i>	III	3	Annual	
	English Legal-Administrative <i>(Laboratorio Giuridico Amministrativo Inglese )</i>		3	First semester	
	Foreign Languages Legal-Administrative Laboratory <i>(Laboratorio Giuridico Amministrativo Per la 2° e 3° lingua)</i>		3	Second Semester	
LANGUAGE MEDIATION	Writing Skills – language and linguistic 3 <i>(Lingua 3)</i>	III	3	Annual	Russian-Chinese-Arabic (15 CFU/ECTS)
	Translation Foreign Language – Italian <i>(Traduzione passiva 3)</i>	III	3	Annual	
	Translation Italian – Foreign Language <i>(Traduzione attiva 3)</i>	III	3	Annual	
	Dialogue interpreting <i>(Interpretazione dialogica 3)</i>	III	3	Annual	
	Foreign Languages Legal-Administrative Laboratory <i>(Laboratorio Giuridico Amministrativo Per la 2° e 3° lingua)</i>		3	First semester	
			3	Second Semester	
Foreign Languages Legal-Administrative Laboratory <i>(Laboratorio Giuridico Amministrativo</i>	3		First semester		



LIST OF COURSES THIRD YEAR  
PATH: B

COURSE	MODULE	YEAR	ECTS CREDITS	SEMESTER	COURSES AVAILABLE FOR THESE LANGUAGES
LANGUAGE MEDIATION	Translation Foreign Language – Italian 3 <i>(Traduzione passiva 3)</i>	III	6	Annual	English-French-German-Spanish- (15 CFU/ECTS)
	Translation Italian – Foreign Language <i>(Traduzione attiva 3)</i>		3		
	Dialogue interpreting 3 <i>(Interpretazione dialogica 3)</i>	III	3	Annual	
	Consecutive Interpreting 3 (Italian – Foreign Language) <i>(Consecutiva passiva 3)</i>		2	Annual	
	Consecutive Interpreting 3(Foreign Language – Italian) <i>(Consecutiva attiva 3)</i>		2	Annual	
LANGUAGE MEDIATION	Writing Skills – language and linguistic <i>(Lingua 3)</i>	III	3	Annual	Russian-Chinese-Arabic (15 CFU/ECTS)
	Translation Foreign Language – Italian 3 <i>(Traduzione passiva 3)</i>	III	3	Annual	
	Translation Italian – Foreign Language <i>(Traduzione attiva 3)</i>	III	3	Annual	
	Dialogue interpreting 3 <i>(Interpretazione dialogica 3)</i>				
	Translation Foreign Language – Italian 3 <i>(Traduzione passiva 3)</i>	III	2	Annual	
	Consecutive Interpreting 3 (Italian – Foreign Language) <i>(Consecutiva passiva 3)</i>	III	2	Annual	
	Consecutive Interpreting 3(Foreign Language – Italian) <i>(Consecutiva attiva 3)</i>	III	2	Annual	

## Other courses and exams

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### *Specializing paths*

*Most of non-linguistic courses are taught in Italian. However, upon request, students might have the possibility to take the exam speaking (or writing) in English, if the professor in charge of the course agrees to do so)*

## LITERATURE, HISTORY, COMMUNICATION

Course	Year	ECTS credits	Semester
Intercultural Communication and Society (Comunicazione Interculturale e Società)	1	6	1
Italian Linguistics (Linguistica Italiana)	1	6	2
English Society, Culture and Literature (Cultura e civiltà inglese)	2	6	2
French Society, Culture and Literature (Cultura e civiltà francese)	2	6	2
German Society, Culture and Literature (Cultura e civiltà tedesca)	2	6	2
Spanish Society, Culture and Literature (Cultura e civiltà spagnola)	2	6	2
Russian Society, Culture and Literature (Cultura e civiltà russa)	2	6	1
Chinese Society, Culture and Literature (Cultura e civiltà cinese)	2	6	2
Arabic Society, Culture and Literature (Cultura e civiltà araba)	2	6	Annual

## LAW and CRIMINOLOGY, INTERNATIONAL RELATIONS

Course	Year	ECTS credits	Semester
International Law (Diritto Internazionale)	1	6	1
Laboratory Activities in International Organizations (Attività Laboratoriali in Organizzazioni Diplomatiche) <ul style="list-style-type: none"> <li>• <i>Prevention and transformation of conflicts</i></li> <li>• <i>Peacekeeping and peacebuilding activities in ex-conflicts areas (Attività di peacekeeping e peacebuilding nelle ex zone di conflitto)</i></li> <li>• <i>Intercultural/Ethnic conflict and management of diversity</i></li> </ul>	1	2+2+2	1
Criminology and Victimology (Criminologia e Vittimologia)	1	6	2
History of International Relations (Storia delle Relazioni Internazionali)	1	6	2
Laboratory Activities in Psychological Disciplines (Attività Laboratoriali in Discipline Psicologiche) <ul style="list-style-type: none"> <li>• <i>Fundamentals of legal psychology and victim protection (Fondamenti di psicologia giuridica e protezione delle vittime)</i></li> <li>• <i>Criminal psychology (Psicologia criminale)</i></li> <li>• <i>Pedagogy of deviance (Pedagogia della devianza)</i></li> </ul>	1	2+2+2	1
Forms and Social Representations of Violence (Forme e Rappresentazioni Sociali della Violenza)	1	6	1



# LAW and CRIMINOLOGY, INTERNATIONAL RELATIONS

Course	Year	ECTS credits	Semester
<b>Laboratory Activities in Human Rights</b> (Attività Laboratoriali in Diritti Umani) <ul style="list-style-type: none"> <li>• <i>Diplomatic international organizations and human rights governance (Organizzazioni internazionali diplomatiche e human rights governance)</i></li> <li>• <i>Human rights regional mechanisms of protection</i></li> <li>• <i>International human rights law</i></li> </ul>	2	2+2+2	2
<b>Criminal and Penitentiary Law</b> (Elementi di Diritto Penale e Diritto Penitenziario)	2	6	1
<b>Laboratory Activities in Sociology of Deviance and Security</b> (Attività Laboratoriali in Sociologia della Devianza e della Sicurezza) <ul style="list-style-type: none"> <li>• <i>Migratory phenomena and illegal markets (Fenomeni migratori e mercati illegali)</i></li> <li>• <i>Investigative computer science and cyber crimes (Informatica investigativa e cyber crimes)</i></li> <li>• <i>Criminological communication and journalism in crises and emergencies (Comunicazione criminologica e giornalismo nelle crisi e nelle emergenze)</i></li> </ul>	2	2+2+2	2
<b>Economic Crime, Mafias and Illegal Economies</b> (Criminalità Economica, Mafie e Mercati Illegali)	2	6	1
<b>EU Law</b> (Diritto dell'Unione Europea)	2	6	1
<b>International Strategies for Economic Development</b> (Strategie Internazionali per lo Sviluppo Economico)	2	6	1
<b>Laboratory Activities in Diplomatic Science</b> (Attività Laboratoriali in Scienze Diplomatiche) <ul style="list-style-type: none"> <li>• <i>Analysis and planning of peace actions (Analisi e pianificazione delle azioni di pace)</i></li> <li>• <i>Diplomatic style and negotiation techniques (Stile diplomatico e tecniche di negoziato)</i></li> <li>• <i>Euro-planning and management of structural funds (Euro-progettazione e gestione dei fondi strutturali)</i></li> </ul>	3	2+2+2	1
<b>Laboratory Activities in Criminalistic Sciences</b> (Attività Laboratoriali in Scienze Criminalistiche) <ul style="list-style-type: none"> <li>• <i>Elements of suicidology and homicideology (Elementi di suicidiologia e omicidiologia)</i></li> <li>• <i>Analysis and behavioral profiles of perpetrators and victims of crime (Analisi e profili comportamentali di autori e vittime di reato)</i></li> <li>• <i>Mass murder, family mass murder and serial murder (Crimini di massa, family mas murder e omicidiologia seriale)</i></li> </ul>	3	2+2+2	2

## BUSINESS, TOURISM and ADVERTISING

Course	Year	ECTS credits	Semester
Economic and Political Geography (Geografia politica ed economica)	1	6	2
Laboratory Activities in Communication of Advertising Language (Attività Laboratoriali in Comunicazione dei Linguaggi Pubblicitari) <ul style="list-style-type: none"> <li>• <i>Theories and techniques of advertising languages (Teorie e tecniche dei linguaggi pubblicitari)</i></li> <li>• <i>Digital journalism and new media languages (Giornalismo digitale e linguaggi dei nuovi media)</i></li> <li>• <i>Marketing and digital advertising strategy (Elementi di marketing e digital advertising strategy)</i></li> </ul>	1	2+2+2	1
Public Relations and Corporate Communication (Relazioni Pubbliche e Comunicazione d'Impresa)	1	6	2
Laboratory Activities in Management of Tourist Organization (Attività Laboratoriali in Management degli Enti Turistici) <ul style="list-style-type: none"> <li>• <i>Management of tourism business (Gestione delle imprese turistiche)</i></li> <li>• <i>Tourism management (Management del turismo)</i></li> <li>• <i>Marketing of tourism agencies (Principi di marketing degli enti turistici)</i></li> </ul>	1	2+2+2	1
Business Administration (Economia Aziendale)	1	6	1
Laboratory Activities in Managerial Science (Attività Laboratoriali in Scienze Manageriali) <ul style="list-style-type: none"> <li>• <i>Business management</i></li> <li>• <i>Human resource management</i></li> <li>• <i>Principles of management and entrepreneurship (Principi di management e imprenditoria)</i></li> </ul>	1	2+2+2	2
Laboratory Activities in Tourism Economy (Attività Laboratoriali in Economia del Turismo) <ul style="list-style-type: none"> <li>• <i>Communication, marketing &amp; management of tourist destinations (Comunicazione, marketing &amp; management delle destinazioni turistiche)</i></li> <li>• <i>Programming and promo-marketing of food and wine and cultural products (Programmazione e promo-commercializzazione dei prodotti enogastronomici e culturali)</i></li> <li>• <i>Hospitality, food and beverage management</i></li> </ul>	2	2+2+2	2
Modern Art and Enhancement of the Territory and the Tourist Brand (Modern Art e Valorizzazione del Territorio e del Brand Turistico)	2	6	1
Marketing and Company Internationalization (Marketing per l'Internazionalizzazione d'Impresa)	2	6	1
Laboratory Activities in Communication & Marketing (Attività Laboratoriali in Comunicazione e Marketing) <ul style="list-style-type: none"> <li>• <i>Digital communication and marketing</i></li> <li>• <i>Storytelling, content strategy &amp; SEO specialist</i></li> <li>• <i>Brand and product management</i></li> </ul>	2	2+2+2	2

## BUSINESS, TOURISM and ADVERTISING

Course	Year	ECTS credits	Semester
<b>Laboratory Activities in Economic and Financial Sciences</b> (Attività Laboratoriali in Scienze Economiche e Finanziarie) <ul style="list-style-type: none"><li>• <i>Financial economics of Latin American markets (Economia finanziaria dei mercati Latino-Americani)</i></li><li>• <i>Business innovation for Afro-Asian countries (Business innovation per i paesi Afro-Asiatici)</i></li><li>• <i>Business strategy in Middle East countries (Business strategy nei paesi medio-orientali)</i></li></ul>	2	2+2+2	2
<b>Laboratory Activities in Business Management</b> (Attività Laboratoriali in Business Management) <ul style="list-style-type: none"><li>• <i>Internationalization, web marketing &amp; digital transformation of business</i></li><li>• <i>Product, process innovation &amp; supply chain management</i></li><li>• <i>Business and finance development manager</i></li></ul>	3	2+2+2	1
<b>Laboratory Activities in Tourism and Trade Strategies</b> (Attività Laboratoriali in Strategie del Turismo e del Commercio) <ul style="list-style-type: none"><li>• <i>Enhancement of the artistic and cultural heritage (Valorizzazione del patrimonio artistico e dei beni culturali)</i></li><li>• <i>Tourism analytics, policy &amp; governance of tourism (Tourism analytics, policy &amp; governance del turismo)</i></li><li>• <i>Business communication strategies of the tourism product (Strategie di comunicazione d'impresa del prodotto turistico)</i></li></ul>	3	2+2+2	1
<b>Laboratory Activities in Digital Languages</b> (Attività Laboratoriali in Linguaggi Digitali) <ul style="list-style-type: none"><li>• <i>Social media marketing &amp; digital PR</i></li><li>• <i>Development of digital marketing plan and reputational management</i></li><li>• <i>Digital advertising for E-commerce</i></li></ul>	3	2+2+2	1