

1. General Information

1a. Submitted by the College of: ARTS & SCIENCES

Date Submitted: 10/6/2015

1b. Department/Division: Modern & Classical Languages

1c. Contact Person

Name: Jeff Rogers

Email: nelsjrogers@uky.edu

Phone: 7-4540

Responsible Faculty ID (if different from Contact)

Name: Gloria Allaire

Email: allaire_students@hotmail.com

Phone: 7-7098

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course? No

2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?: No

2b. Prefix and Number: ITA 410G

2c. Full Title: Special Topics in Italian Language: (subtitle required)

2d. Transcript Title:

2e. Cross-listing:

2f. Meeting Patterns

SEMINAR: 3

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit? Yes

If Yes: Maximum number of credit hours: 9

If Yes: Will this course allow multiple registrations during the same semester? No

2j. Course Description for Bulletin: Special Topics in Italian Language offers students the opportunity to develop advanced competencies in Italian language. Course focuses on developing students' linguistic proficiency in specific cultural content areas. Possible topics include business Italian, Italian stylistics, and Italian translation. May be repeated under different subtitle up to 9 credits.

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SENATE COUNCIL

2k. Prerequisites, if any: 6 credits upper division ITA courses completed or instructor consent.

2l. Supplementary Teaching Component:

3. Will this course taught off campus? No

If YES, enter the off campus address:

4. Frequency of Course Offering: Spring,

Will the course be offered every year?: Yes

If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?: Yes

If No, explain: Course will be taught by existing faculty in ITA as part of normal course rotation.

6. What enrollment (per section per semester) may reasonably be expected?: 15

7. Anticipated Student Demand

Will this course serve students primarily within the degree program?: No

Will it be of interest to a significant number of students outside the degree pgm?: Yes

If Yes, explain: Students wishing to develop advance proficiency in Italian, regardless of major, may wish to complete this course.

8. Check the category most applicable to this course: Traditional – Offered in Corresponding Departments at Universities Elsewhere,

If No, explain: Course will be taught by existing faculty in ITA as part of normal course rotation.

9. Course Relationship to Program(s).

a. Is this course part of a proposed new program?: No

If YES, name the proposed new program:

b. Will this course be a new requirement for ANY program?: No

If YES, list affected programs:

10. Information to be Placed on Syllabus.

a. Is the course 400G or 500?: Yes

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached: Yes

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components? NO

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|JROUHIE|Jeanmarie Rouhier-Willoughby|ITA 410G NEW Dept Review|20141105

SIGNATURE|ACSI222|Anna C Harmon|ITA 410G NEW College Review|20141106

SIGNATURE|JROUHIE|Jeanmarie Rouhier-Willoughby|ITA 410G ZCOURSE_NEW Approval Returned to Dept|20141107

SIGNATURE|ACSI222|Anna C Harmon|ITA 410G NEW College Review|20150202

SIGNATURE|JROUHIE|Jeanmarie Rouhier-Willoughby|ITA 410G ZCOURSE_NEW Approval Returned to Dept|20150305

SIGNATURE|ACSI222|Anna C Harmon|ITA 410G NEW College Review|20150421

SIGNATURE|ZNNIKO0|Roshan Nikou|ITA 410G NEW Graduate Council Review|20150508

SIGNATURE|JMETT2|Joanie Ett-Mims|ITA 410G NEW Undergrad Council Review|20151001

SIGNATURE|JROUHIE|Jeanmarie Rouhier-Willoughby|ITA 410G ZCOURSE_NEW Approval Returned to Dept|20151113

SIGNATURE|JMETT2|Joanie Ett-Mims|ITA 410G NEW Undergrad Council Review|20151120

New Course Form

<https://myuk.uky.edu/sap/bc/soap/rfc?services=>

Generate F

[Open in full window to print or save](#)

Attachments:

		Browse...	Upload File
	ID	Attachment	
Delete	3970	ITA%20410G.%20New%20Course%20Proposal.doc	
Delete	5794	ITALIAN 410G BusinessItalian 106 15.docx	
		First 1	Last

(*denotes required fields)

1. General Information

- a. * Submitted by the College of: Submission Date:
- b. * Department/Division:
- c.
 - * Contact Person Name: Email: Phone:
 - * Responsible Faculty ID (if different from Contact) Email: Phone:
- d. * Requested Effective Date: Semester following approval OR Specific Term/Year ¹
- e.
 - Should this course be a UK Core Course? Yes No
 - If YES, check the areas that apply:
 - Inquiry - Arts & Creativity Composition & Communications - II
 - Inquiry - Humanities Quantitative Foundations
 - Inquiry - Nat/Math/Phys Sci Statistical Inferential Reasoning
 - Inquiry - Social Sciences U.S. Citizenship, Community, Diversity
 - Composition & Communications - I Global Dynamics

2. Designation and Description of Proposed Course.

- a. * Will this course also be offered through Distance Learning? Yes ⁴ No
- b. * Prefix and Number:
- c. * Full Title:
- d. Transcript Title (if full title is more than 40 characters):
- e. To be Cross-Listed ² with (Prefix and Number):
- f. * Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours³ for each meeting pattern type.

<input type="checkbox"/> Lecture	<input type="checkbox"/> Laboratory ¹	<input type="checkbox"/> Recitation	<input type="checkbox"/> Discussion
<input type="checkbox"/> Indep. Study	<input type="checkbox"/> Clinical	<input type="checkbox"/> Colloquium	<input type="checkbox"/> Practicum
<input type="checkbox"/> Research	<input type="checkbox"/> Residency	<input type="checkbox"/> Seminar	<input type="checkbox"/> Studio
<input type="checkbox"/> Other	If Other, Please explain:		
- g. * Identify a grading system:
 - Letter (A, B, C, etc.)
 - Pass/Fail
 - Medicine Numeric Grade (Non-medical students will receive a letter grade)
 - Graduate School Grade Scale
- h. * Number of credits:
- i. * Is this course repeatable for additional credit? Yes No
 - If YES: Maximum number of credit hours:
 - If YES: Will this course allow multiple registrations during the same semester? Yes No

- Ⓜ In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, is two hours per week for a semester for one credit hour. (from SR 5.2.1)
- Ⓜ You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.
- Ⓜ In order to change a program, a program change form must also be submitted.

Rev 8/09

New Course Proposal: ITA 410G. Special Topics in Italian Language (subtitle required)

The developing Italian program currently lacks a 400-level course. Our FLIE/Italian program will be officially submitted for University approval later this Fall. To meet both of these needs, a Business Italian course is the ideal solution. This would be offered under the "Subtitle Required" rubric. Obviously, this topic is fundamentally important to future FLIE/Italian majors. The political, cultural and cross-cultural components of the proposed Business Italian course will also provide additional opportunities for learning about modern Italian life and language that would interest Italian Studies Minor students.

ITALIAN 410G Special Topics in Italian Language: Business Italian

Meets M W F, room TBA. 3 credits

Instructor: Dr. Gloria Allaire
Office: 1439 Patterson Office Tower
Office phone: 859-257-7098
Email: allaire@uky.edu
Office Hours: MWF 2:00-3:00 and by appointment

Required Materials

Required Textbook: Giuseppe Tassone. *Un buon affare: Italian for Business* (Focus Publishing / R. Pullins Co., 2014).

Recommended: Vincent Edwards and Gianfranca Gessa Shephard. *Italian Business Situations: A Spoken Language Guide* (Routledge, 1995). This includes a useful 5,000-word glossary of business terms. If you do not purchase this book, you are required to buy a large English-Italian / Italian-English dictionary of your choice. (A travel phrase book or pocket dictionary is insufficient for this class.)

Prerequisite: Six credit hours of Italian at 300-level or consent of instructor.

Note: This course will be conducted entirely in Italian.

Course Description

Special Topics in Italian Language offers students the opportunity to develop advanced competencies in Italian language. Course focuses on developing students' linguistic proficiency in specific cultural content areas. Possible topics include business Italian, Italian stylistics, and Italian translation. May be repeated under different subtitle up to 9 credits.

This course is directed at students in international studies, business, economics, marketing, finance, international law or anyone who needs to conduct professional activities in Italy. Classroom participation and assignments will continue to develop the student's four skill areas – reading, writing, speaking and listening – within the context of the business world. In addition, cross-cultural units will elucidate Italy's role in the global marketplace, describe the Italian government and political system, and compare Italian methods of doing business to those of the United States. Students will learn about operations of Italian companies ranging from small local or regional firms to well-known multinationals. A special feature of this course is its incorporation of recent films that illustrate particular facets of the modern Italian business world.

This course is open to both undergraduate and graduate students. However, please note that course requirements and grades will be calculated differently depending on student status. (See below: Course Grade Calculation).

Student Learning Outcomes

By the end of this course, students will be able to:

- < Use and understand sector-specific vocabulary
- < Create, read, and interpret professional texts (contracts, orders, financial documents)
- < Better understand Italian political and business structures
- < Prepare a *curriculum vitae*, answer a job ad, and be interviewed in Italian
- < Use Italian to communicate by phone or email, and make presentations
- < Understand all levels of production and consumption, from product launch to delivery

Attendance Policy

If you arrive late 5 minutes or more on three different days, it will count as one absence. Arriving late 20 minutes or more on a single day will count as a full absence.

You are responsible for all assignments and announcements made in class and for all handouts distributed in class, whether or not you were present. Please ask your classmates or your professor for any material and/or assignment you might have missed. Missed quizzes and homework or other assignments cannot be made up without proper documentation for the absence. Any missed assignments are due within one week from the absence.

You will have three (3) unexcused absences. After that, the final grade will be lowered by 2% for each unexcused absence.

Students need to notify the professor of absences prior to class when possible.

Senate Rule 5.2.4.2 defines the following as acceptable reasons for excused absences::

K serious illness

K illness or death of family member

K University-related trips such as trips for members of student organizations sponsored by an academic unit, trips for university classes, and trips for participation in intercollegiate athletic events. When feasible, the student must notify the instructor prior to the occurrence of such absences, but in no case shall such notification occur more than one week after the absence.

K major religious holidays.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Two weeks prior to the absence is reasonable, but should not be given any later. Information regarding major religious holidays may be obtained through the Ombud (859) 257-3737 and online at http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php.

K other circumstances found to fit reasonable cause for non-attendance by the professor.

IMPORTANT Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused) per university policy.

Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior

notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

If you miss a quiz or presentation for an unexcused reason, the grade is zero.

Verification of Absences

Students may be asked to verify their absences in order for them to be considered excused. *Senate Rule 5.2.4.2* states that faculty have the right to request appropriate verification when students claim an excused absence because of illness, or death in the family. Appropriate notification of absences due to University-related trips is required prior to the absence when feasible and in no case more than one week after the absence.

Academic Integrity

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on his/her record, more serious penalties, up to suspension from the University may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information because all ideas borrowed from others need to be properly credited.

Senater Rules 6.3.1 (see <http://www.uky.edu/Faculty/Senate/> for the current set of Senate Rules) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording, or content from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

When an assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where, and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content, and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain,

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is <http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>.

Cell Phone Policy

Cell phone use (especially for texting) during class is strictly prohibited. The use of a cell phone for matters that are not connected to class work negatively affects your participation and distracts others. If you need to receive or make a call for an important reason during class time, make your instructor aware of this at the beginning of class.

Course Grade Calculation

U.K. percentage grades and their letter equivalents are:

For undergraduates: 90–100% = A; 80–89% = B; 70–79% = C; 60–69% = D; 59% or below = E

For graduates: 90–100% = A; 80–89% = B; 70–79% = C; 69% or below = E

Class participation (includes attendance)	10%
Homework: Short written or other assignments	6%
7 Compositions (each worth 2% of final grade)	14%
In-class oral presentations: Alone (3)	
Role-play with partner (1)	20%
3 Quizzes (each worth 5%)	15%
Midterm Exam	15%
Final Project	20%

Mid-term Grade for undergraduates will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/registrar/calendar>).

The Final Project for Undergraduates will be done in small groups. You will create a firm profile for a fictitious company. Research similar firms in that sector on the Internet, prepare a business plan, write job ads for position(s), interview candidate(s) (= In-class Presentation), consider production costs and transportation issues, create a marketing campaign and produce product advertisement to launch your product.

Course Requirements for Graduate Students:

Class presentations will be twice the length of undergrads'.

Short homework assignments will be held to a higher standard of professionalism, greater attention to detail, and accuracy.

Compositions will be longer in length and require more in-depth analysis and detail.

Midterm will include an essay summarizing and synthesizing material. The Midterm Exam may be replaced by a substantive research paper (written in Italian) on a topic pertinent to your interests.

Final Project: see instructions for Undergraduates, above, but to be done alone.

Sample Syllabus

1^a settimana Introduzione e Breve Ripasso della grammatica

mercoledì Capitolo Preliminare

venerdì Capitolo Preliminare

2^a settimana *Capitolo 1. Le persone: presentazioni e viaggi*

lunedì Presentazioni; L'angolo del cinema

mercoledì Descrivere la propria esperienza scolastica o professionale

venerdì Fare prenotazioni: voli, albergo, auto a noleggio. **QUIZ Capitolo 1**

Componimento 1: da consegnare lunedì

3^a settimana *Capitolo 2. L'Italia e le regioni*

lunedì L'Italia e le regioni; Italia e Stati Uniti: due sistemi a confronto

mercoledì La Costituzione italiana; Federalismo

venerdì Comuni e città metropolitane

4^a settimana

lunedì Governo e Ministeri

mercoledì L'Istituto per il commercio estero; il sistema delle Camere di Commercio

venerdì L'Unione Europea; Gli Italiani e l'euro. **QUIZ Capitolo 2**

Componimento 2: da consegnare lunedì

5^a settimana *Capitolo 3. L'economia e l'impresa*

lunedì L'economia: Principi generali, beni, servizi e bisogni

mercoledì Il mercato e la piazza; nuovi mercati italiani

venerdì Il consumo, i consumatori, la difesa dei consumatori

6^a settimana

lunedì L'imprenditore e l'impresa: varie dimensioni

mercoledì I settori di attività delle imprese

venerdì Il lavoro e i lavoratori; Lo stato come soggetto economico **QUIZ Capitolo 3**

Componimento 3: da consegnare lunedì

7^a settimana

Capitolo 4. Italia: imprese e credito

lunedì La piccola impresa italiana

mercoledì Il *Made in Italy* e i distretti produttivi

venerdì Grandi imprese italiane

8^a settimana

lunedì Italia: commercio internazionale e globalizzazione

mercoledì Accesso al credito: banche e poste italiane

venerdì **ESAME MIDTERM**

Componimento 4: da consegnare lunedì

9^a settimana

Capitolo 5. Il piano aziendale e il lancio di un prodotto

lunedì Il piano aziendale (_Business Plan_)

mercoledì Il lancio di un prodotto

venerdì La descrizione di un'azienda e i suoi prodotti

10^a settimana

lunedì La pubblicità

mercoledì L'angolo del cinema: *Il premio* (di Ermanno Olmi) e discussione

venerdì >>>**Presentazioni studentesche in classe**<<<

Componimento 5: da consegnare lunedì

11^a settimana

Capitolo 6. La corrispondenza commerciale

lunedì L'impaginazione di una lettera commerciale

mercoledì Il contratto di compravendita

venerdì Modelli di lettere commerciali; fattura, diversi documenti e moduli

12^a settimana

lunedì I mezzi di pagamento; Le transazioni internazionali

mercoledì Il Bilancio d'esercizio: Il conto economico; lo stato patrimoniale

venerdì >>>Presentazioni studentesche in classe<<<

Componimento 6: da consegnare lunedì

13^a settimana **Capitolo 7. Cercare lavoro**

lunedì Il mercato del lavoro; Il sistema scolastico italiano

mercoledì Il *curriculum vitae*

venerdì La lettera d'accompagnamento

14^a settimana

lunedì Il colloquio di lavoro

mercoledì >>> Presentazioni in classe: gruppi di due <<<

venerdì >>> Presentazioni in classe: gruppi di due <<<

Componimento 7: da consegnare lunedì

15^a settimana **Capitolo 8. Luxottica: Una storia di successo**

lunedì Ricerca web; Pubblicazioni; Storia; Sede

mercoledì Design: *Made in Italy*; Obiettivi; Il marchio; Struttura del gruppo

venerdì Produzione e stabilimenti; Distribuzione retail / wholesale; Ricerca e sviluppo

16^a settimana

lunedì Risorse umane; Ambiente/ Sicurezza sul lavoro; Fondazione *OneSight*; Fatturato; Dichiarazione del presidente Leonardo del Vecchio

mercoledì >>> **Ultime presentazioni in classe**<<<

venerdì >>> **Ultime presentazioni in classe** <<<

La settimana degli esami finali: Final projects are due at my office no later than the day/time shown for our class on the official University exam week calendar.