

Principali informazioni sull'insegnamento	
Titolo insegnamento	Lingua Inglese
Corsi di studio	Corsi di Laurea Magistrale in: - Economia e Strategie per i Mercati Internazionali (ESMI) - Economia, Finanza e Impresa (EFI)
Anno accademico	2022-2023
Crediti formativi	6
Denominazione inglese	English Language
Obbligo di frequenza	No
Tipo di insegnamento	Obbligatorio.
Lingua di erogazione	Inglese

Docente responsabile	Nome e Cognome	Indirizzo e-mail
	SALVATORE AVERNA	salvatore.averna@uniba.it
	Ufficio: Dipartimento di Economia e Finanza stanza no. 7, sesto piano	Ricevimento: al termine di ciascuna lezione o per appuntamento.

Dettaglio crediti formativi	Ambito disciplinare	SSD	Crediti
	Attività formative affini Abilità linguistiche	L-LIN/12	6, corrispondenti a: - 32 ore di lezioni frontali - 10 ore di esercitazioni.

Modalità di erogazione	
Periodo di erogazione	Il semestre
Anno di corso	Primo
Modalità di erogazione	Lezioni, esercitazioni.

Organizzazione della didattica	
Ore totali	42
Ore di lezioni frontali	32
Ore di studio in aula	10 (eserc.)
Studio individuale	108 (18x6)

Calendario	
Anno	2023
Inizio attività didattiche	Febbraio
Fine attività didattiche	Giugno

Syllabus	
Pre/requisiti	Livello di accesso atteso: B2 (Quadro Comune Europeo di Riferimento per la Conoscenza delle Lingue).
Obiettivi didattici	
Risultati di apprendimento previsti	<p><u>Conoscenza e capacità di comprensione</u> Acquisire conoscenze ed attivare competenze linguistiche per comprendere i mercati ed operare in ambienti professionali internazionali su materie economiche, manageriali, riuscendo ad effettuare collegamenti tra gli argomenti trattati. Analizzare e valutare, sul piano qualitativo e quantitativo, i processi economici di globalizzazione dei mercati e di internazionalizzazione delle imprese, attingendo informazioni anche da fonti in lingua straniera.</p> <p><u>Capacità di applicare conoscenza e comprensione</u> Esprimersi con fluidità nella lingua straniera e cogliere gli aspetti comparativi della cultura e realtà straniera in situazioni pratiche delle attività economiche, manageriali e finanziarie. Applicare le abilità linguistiche e comunicative in diversi ambiti professionali per risolvere in chiave innovativa problemi complessi attinenti alla gestione delle imprese, in una prospettiva interdisciplinare, nonché attraverso lo studio di casi legati a politiche finanziarie dell'azienda. Sfruttare la conoscenza della lingua straniera per sviluppare altre abilità di apprendimento che consentano di confrontarsi in modo innovativo e indipendente con le principali problematiche aziendali e giuridiche. Interpretare i meccanismi complessi ed in continuo mutamento dei mercati internazionali, al fine di elaborare adeguate strategie di risposta.</p> <p><u>Autonomia di giudizio</u> Sviluppare autonome capacità critiche e decisionali, formulando giudizi consapevoli, coadiuvati dall'impiego della lingua straniera finalizzata alla valutazione della performance internazionale delle aziende. Valutare in modo autonomo e motivato opinioni diverse su aspetti problematici. Esprimere osservazioni sia a livello sincronico che diacronico. Gestire concretamente le diverse fasi dei processi di internazionalizzazione delle imprese. Interpretare le dinamiche economiche internazionali, padroneggiando l'uso dei relativi strumenti di informazione in lingua straniera. Selezionare in modo autonomo gli strumenti di analisi, le metodologie e i dati più adatti a risolvere le necessità specifiche da affrontare nell'attività professionale, consultando i materiali disponibili nella lingua straniera.</p> <p><u>Abilità comunicative</u> Condividere informazioni ed interagire in lingua straniera utilizzando la terminologia tecnico-economica in molteplici contesti operativi internazionali e dialogare, interfacciandosi con interlocutori specializzati su problematiche economiche, giuridiche, finanziarie, aziendali, gestionali e dei mercati internazionali, inerenti all'attività tipica delle imprese innovative. Presentare in modo efficace argomenti professionali con espressioni linguistiche modulate sui destinatari, adducendo conclusioni unitamente alle conoscenze ed ai fondamenti logici alla loro base, anche in vista della stesura e discussione finale della tesi di laurea. Impiegare le competenze linguistico-comunicative in ottica di comparazione tra modelli culturali diversi. Sviluppare gli aspetti lessicali, grammaticali e retorici nell'ambito del linguaggio specialistico. Impiegare in modo appropriato gli strumenti linguistici e sviluppare le competenze linguistiche nell'analisi dell'organizzazione dell'informazione nel testo e nei principali generi di settore.</p> <p><u>Capacità di apprendimento permanente</u> Continuare a sviluppare autonomamente specifiche abilità di apprendimento col supporto della letteratura scientifica in lingua straniera, anche in modo trasversale con altre discipline, onde ampliare l'orizzonte professionale. Potenziare un uso consapevole della lingua inglese in ambiti specialistici per poter esercitare attività professionali con operatori pubblici e privati dell'economia e del commercio. Far leva sull'uso della lingua straniera, con un approccio innovativo ed autonomo, per misurarsi con vari ruoli manageriali in organizzazioni economiche internazionali, studi professionali e società di consulenza, circa le problematiche attuali dell'economia, della finanza e dei mercati internazionali.</p>
Contenuti di insegnamento	<p><i>Argomento e finalità del corso:</i> <u>Corporate Crisis Communication and Digital Business Management.</u></p> <p><u>Tematiche di riferimento.</u> Crisis communication: apologia, apology (organizational, supervisory), answering negative</p>

reviews (OOPS model), image restoration. Expressing opinions and conducting persuasive negotiations: diplomatic language, softeners, modal verbs, rephrasing, minimizers. Digital business communication and content management. Website's features and reputation. Website information: main content, supplementary content. Web ranking and corporate content presentation. Keywords and search engine results. Landing page. Online page quality and rating: accuracy, high-level expertise, authoritativeness, trustworthiness. Web/digital/moment advertising. Metaverse. Linguistic features of online ads: relevance, offensiveness, usefulness, misleading aspects, entertaining aspects, deceptiveness. Rating ads. Foreign language communication by Apulian companies working abroad. Export office organization and profiles. Combination export manager, TEM/TES, AEO (Authorized Economic Operator). Piggyback distribution. Drop shipping. International payment methods: SWIFT, lock box, B.P.O. (Bank Payment Obligation), documentary credits. Incoterms. International guarantees: bid/tender bond, performance bond, advance payment bond; stand-by letter of credit. Accounting, annual reports, financial statements, standards, ratios analysis. Numeracy. English legal system. British and American business organizations: company, corporation, partnership, LLC, LLP. Job search, internships, application/cover letters, CV, résumé, video CV/Résumé, buzzwords, job interview (face-to-face, remote). Personal/professional branding, storytelling. SWOT analysis. Dunning-Kruger effect and Imposter Syndrome. ChatGPT.

Consolidare le strutture linguistiche

Role of verbs, modals, keywords, adjectives. Isomorphism. Sentence and paragraph structure. Comunicazione per fini specifici. Analisi lessico-semantica della terminologia specialistica. Business discourse, strategie retoriche/argomentative.

Potenziare le funzioni comunicative peculiari dell'English for Business Purposes

Identifying topic development within the text; dealing with information in complex sentences; presenting, comparing findings; dealing with figures, formulas, dimensions; describing charts, graphs, data tables; discussing performance and trends; expressing cause and effect, change and consequence; expressing opinions, degrees of certainty and future probability; negotiating solutions; explaining specific terminology.

Programma

Testi di riferimento e sitografia

Bibliografia, sitografia e materiali di consultazione

a cura del docente:

- *Dossier inerente agli aspetti linguistici, comunicativi, traduttivi delle citate tematiche di riferimento, disponibile nella "Sezione Files" riservata di Teams (codice: n0jfsnj).*

Materiali di riferimento:

- S. Aversa, *La Comunicazione Aziendale in Lingua Straniera: Indagine tra le Imprese Pugliesi Operanti con l'Estero*, Youcanprint, Lecce, 2021.

Materiali opzionali di approfondimento sono disponibili presso i seguenti siti.

Mobile business communication – Online business – Digital Advertising

- <https://tech.co/news/facebook-bad-stanford-study-2019-02>
- <https://mobileadvertisingservicesexplained.wordpress.com/>

Exporting. International contracts and means of payment. Documentary credits. Funding.

- <https://www.gov.uk/government/organisations/department-for-international-trade>
- <https://www.great.gov.uk/markets/italy/>
- <https://www.gov.uk/business-finance-explained/print>
- <https://www.gov.uk/transition>
- <http://static.elmercurio.cl/Documentos/Campo/2011/09/06/2011090611422.pdf>
- <https://iccwbo.org/resources-for-business/incoterms-rules/incoterms-2020/>

Accounting, financial statements, standards, ratios analysis.

- <https://www.accountingcoach.com/accounting-basics/outline>

- <http://www.iasplus.com/en/standards/ias>
- <http://i.investopedia.com/inv/pdf/tutorials/financialratio.pdf>
- <http://www.investopedia.com/articles/stocks/07/bankfinancials.asp>

SWOT analysis.

- http://www.mindtools.com/pages/article/newTMC_05.htm
- <http://www.businessballs.com/swotanalysisfreetemplate.htm>

British and American business organizations. English legal system.

- <https://www.gov.uk/business-legal-structures>
- <https://www.gov.uk/running-a-limited-company>
- <https://www.gov.uk/business-legal-structures/limited-company>
- <https://www.gov.uk/business-legal-structures/limited-partnership-and-limited-liability-partnership>
- <https://www.sba.gov/business-guide/launch-your-business/choose-business-structure>
- <http://www.theguardian.com/media/2012/dec/07/leveson-inquiry-royal-charter-history>
- <http://legal-dictionary.thefreedictionary.com/Limited+Liability+Company>

Working in an international setting. Internships. Job search, application letter, video CV, job interview.

- <http://www.inspiringinterns.com/>
- <https://workinstartups.com/>
- <https://www.glassdoor.com/>
- <https://www.thedrum.com/>
- <http://www.irishjobs.ie/careeradvice/accountancy-cv-tips/>
- <http://www.bloomberg.com/bw/stories/2007-05-06/the-art-of-the-online-r-sum>
- <https://www.campaignlive.co.uk/jobs/>
- <https://www.sparkhire.com/video-resumes>
- <https://www.businessinsider.com/biggest-job-interview-mistakes-2016-5?IR=T>
- <http://www.personalbrandingblog.com/>

Numeracy

- <https://www.noslangues-ourlanguages.gc.ca/en/quiz/jeu-quiz-writing-with-numbers-eng>
- <http://www.primaryresources.co.uk/maths/maths.htm#numbers>
- <http://www.tolearnenglish.com/exercises/exercise-english-2/exercise-english-97007.php>

Language practice

- <http://www.englishmedialab.com/business.html>

Business communication tools

- <https://www.noslangues-ourlanguages.gc.ca/en/blogue-blog/courriels-efficaces-email-skills-eng>
- <http://www.bbc.co.uk/worldservice/learningenglish/business/getthatjob/unit3coverletter/page2.shtml>

Business Terms

- <https://www.condecsoftware.com/blog/glossary/>
- <https://www.globalsocialmediamarketing.com/international-economics-glossary-terms/>

Diplomatic English

- <http://youngdip.blogspot.it/>
- <https://www.myenglishteacher.eu/blog/a-practical-guide-to-using-diplomatic-english-in-a-business-environment/>
- <https://www.coursera.org/learn/global-diplomacy/lecture/RnuOR/what-is-diplomacy>

Glossaries.

- https://www.iab.com/wp-content/uploads/2019/07/IAB_Digital-Video-Glossary-2018.pdf

Pronunciation.

- <https://howjsay.com/>

Dictionaries.

- <https://www.oxfordlearnersdictionaries.com/>
- <https://dictionary.cambridge.org/>

	<p>Grammatiche consigliate</p> <ul style="list-style-type: none"> - M. Hewings, <i>Advanced Grammar in Use</i>, 3rd Edition, with answers, CUP, Cambridge, 2013. - Mark Lester, <i>Advanced English Grammar for ESL Learners</i>, Second Edition, New York, McGraw-Hill, 2017. - M. McCarthy et al, <i>Grammar for Business</i>, CUP, Cambridge, 2009. <p>Dizionari consigliati</p> <ul style="list-style-type: none"> - F. Picchi, <i>New Economics & Business, Dizionario enciclopedico economico e commerciale inglese-italiano con glossario italiano-inglese</i>, Hoepli, Milano, 2017. - G. Gorruso - F. del Giudice, <i>Dizionario giurieconomico - English-Italian - Italiano-Inglese</i>, Edizioni Giuridiche Simone, Napoli, 2018. - <i>Advanced Learner's Dictionary, Collins COBUILD</i>, 9th Edition, Glasgow, Harper Collins Publishers, 2018. - G. Ragazzini, <i>Il Ragazzini 2023</i>, Dizionario Inglese-Italiano Italiano-Inglese, Bologna, Zanichelli, 2022.
Metodi didattici	Lezioni con approccio interattivo; uso di video, audio, presentazioni multimediali; esercitazioni, studio di casi. Esercitazioni di supporto: attività da concordare tra studenti ed esperta linguistica. Produzione in autonomia di video CV individuali e compilazione delle relative schede dei fattori di auto-etero valutazione.
Supporto alla didattica	“Sezione Files” riservata di Teams. (codice: n0jfsnj). Attività di sostegno a cura dell’esperta linguistica: Dott.ssa Caterina Claudia Palazzo e-mail: caterinaclaudia.palazzo@uniba.it .
Metodi di valutazione	Prova scritta propedeutica al colloquio orale, con unica verbalizzazione. Gli studenti EFI vengono valutati con l’attribuzione dell’idoneità. Questi studenti possono richiedere un voto (in trentesimi), iscrivendosi nell’apposita lista in Esse3. In tal caso, il voto non viene considerato ai fini del calcolo della media dei voti degli esami per l’esame finale di laurea. Gli studenti ESMI vengono valutati con un voto (in trentesimi).
Criteri di valutazione	Capacità di interagire in lingua straniera a livello professionale su tematiche pertinenti al programma ed in linea con i risultati di apprendimento previsti. Presentazione di un proprio video CV. Capacità di orientarsi nella consultazione di materiali in lingua straniera e di produrre testi pertinenti. Buona padronanza degli argomenti tecnici trattati, dei generi testuali di settore e della terminologia tecnica in lingua straniera, con particolare riferimento agli ambiti aziendali e della comunicazione digitale.

General information on the academic subject	
Academic subject	English Language
Degree Programmes	Second-cycle degree programmes (two years) in: <ul style="list-style-type: none"> - Economics & Strategies for International Markets (ESMI) - Economics, Finance & Management (EFI)
Academic Year	2022/2023
ECTS Credits	6
Compulsory attendance	No
Kind of class	Mandatory
Language	English

Subject teacher	Name & Surname	E-mail address
	SALVATORE AVERNA	salvatore.averna@uniba.it
	Office: Department of Economics & Finance, room no. 7, sixth floor.	Tutoring: at the end of each lesson or by appointment.

ECTS Credits details	Disciplinary area	Degree class	ECTS
	Related teaching activities. Language skills.	L-LIN/12	6, equivalent to: - 32 hours of conventional lectures - 10 in-class study hours.

Class schedule	
Period	II semester
Year	1st
Type of class	Online lectures, exercises.

Time management	
Hours	42
Hours of lectures	32
In-class study hours	10 (exerc.)
Out-of-class study hours	108 (18x6 credits)

Academic calendar	
Year	2023
Class begins	February
Class ends	June

Syllabus	
Prerequisites/ Requirements	Expected access level: B2 (Common European Framework of Reference for Languages).
Educational goals	
Expected learning outcomes.	<p><u>Knowledge and understanding.</u> Developing language skills and competencies to understand the markets and work in international professional circles on economic, managerial and financial subjects, being able to establish connections between the topics of the program. Analysing and assessing, on a qualitative and quantitative level, the economic processes of markets globalization and companies internationalization, obtaining information also from sources in the foreign language.</p> <p><u>Applying knowledge and understanding.</u> Communicating in the foreign language fluently and grasping the comparative aspects of the</p>

	<p>foreign culture and situation in the practical conditions of economic, managerial and financial activities. Applying language and communication skills to different professional settings to solve under a creative key complex problems concerning business management with an interdisciplinary perspective, also through the study of specific actual cases connected to the business financial policy. Using the foreign language to develop other learning abilities which allow tackling the main business and legal problems with an innovative and autonomous method. Interpreting the continuous changes in the complex mechanisms of international markets to work out adequate strategic solutions.</p> <p><u>Making informed judgements.</u></p> <p>Developing autonomous decision-making and critical thinking capacity, formulating informed judgments supported by the use of the foreign language aimed at the assessment of business international performance. Evaluating autonomously and on grounded reasons different opinions about problematic aspects. Expressing remarks both on the synchronic and diachronic level. Managing in practical terms the different steps of the business internationalization processes. Interpreting the international economic dynamics, mastering the use of the relevant foreign language information tools. Selecting autonomously the tools for the analysis, methodologies and data more suitable to solve the specific needs to be faced in the professional activity, by consulting the materials available in the foreign language.</p> <p><u>Communication skills.</u></p> <p>Sharing information and interacting in the foreign language by using the technical-economic terminology in several international operating contexts and negotiating, by interfacing with audiences specialized in issues about economics, law, finance, entrepreneurship, management and international markets, concerning the typical activity of innovative businesses. Delivering effective presentations on professional topics, showcasing conclusions together with the knowledge and rationale underpinning these, with language expressions adapted to different audiences, also in view of the drawing up and discussion of the final dissertation. Applying language and communication skills in the perspective of comparing different cultural models. Developing lexical, grammar and rhetorical aspects within the language for special purposes. Making appropriate use of the linguistic tools and developing language skills about the analysis of the organization of information in the text and the principal sector genres.</p> <p><u>Lifelong learning skills.</u></p> <p>Keeping on developing autonomously specific learning skills with the support of the foreign language scientific literature, also through an interdisciplinary method, to enlarge the professional horizon. Boosting a conscious use of the English language in the specialized sectors to carry out professional activities with public or private dealers in the business setting. Leveraging the use of the foreign language, with an innovative and independent approach, to deal with various managerial roles in international economic organizations, professional firms and consulting companies, about the current issues of economics, finance and international markets.</p>
<p>Contents</p>	<p><i>Subject and aims of the course:</i></p> <p><u>Corporate Crisis Communication and Digital Business Management.</u></p> <p><i>Main topics.</i></p> <p>Crisis communication: apologia, apology (organizational, supervisory), answering negative reviews (OOPS model), image restoration. Expressing opinions and conducting persuasive negotiations: diplomatic language, softeners, modal verbs, rephrasing, minimizers. Digital business communication and content management. Website’s features and reputation. Website information: main content, supplementary content. Web ranking and corporate content presentation. Keywords and search engine results. Landing page. Online page quality and rating: accuracy, high-level expertise, authoritativeness, trustworthiness. Web/digital/moment advertising. Metaverse. Linguistic features of online ads: relevance, offensiveness, usefulness, misleading aspects, entertaining aspects, deceptiveness. Rating ads. Foreign language communication by Apulian companies working abroad. Export office organization and profiles. Combination export manager, TEM/TES, AEO (Authorized</p>

	<p>Economic Operator). Piggyback distribution. Drop shipping. International payment methods: SWIFT, lock box, B.P.O. (Bank Payment Obligation), documentary credits. Incoterms. International guarantees: bid/tender bond, performance bond, advance payment bond; stand-by letter of credit. Accounting, annual reports, financial statements, standards, ratios analysis. Numeracy. English legal system. British and American business organizations: company, corporation, partnership, LLC, LLP. Job search, internships, application/cover letters, CV, résumé, video CV/Résumé, buzzwords, job interview (face-to-face, remote). Personal/professional branding, storytelling. SWOT analysis. Dunning-Kruger effect and Imposter Syndrome. ChatGPT.</p> <p><i>Strengthening language structures</i> Role of verbs, modals, keywords, adjectives. Isomorphism. Sentence and paragraph structure. Communication for special purposes. Lexical-semantic analysis of the specialized terminology. Business discourse, rhetorical/argumentative strategies.</p> <p><i>Boosting peculiar communicative functions of English for Business Purposes</i> Identifying topic development within the text; dealing with information in complex sentences; presenting, comparing findings; dealing with figures, formulas, dimensions; describing charts, graphs, data tables; discussing performance and trends; expressing cause and effect, change and consequence; expressing opinions, degrees of certainty and future probability; negotiating solutions; explaining specific terminology.</p>
Course program	
Reference texts and webliography.	<p style="text-align: center;"><i>Bibliography, webliography, reference materials</i></p> <p><i>Handouts/files arranged by the teacher concerning language, communication and translation aspects mentioned in the above-listed “main topics” and available in the reserved “Files Section” of Teams (code: n0jfsnj) .</i></p> <p><i>Reference materials.</i></p> <ul style="list-style-type: none"> - S. Aversa, <i>La Comunicazione Aziendale in Lingua Straniera: Indagine tra le Imprese Pugliesi Operanti con l’Estero</i>, Youcanprint, Lecce, 2021. <p><i>Optional further materials available on the following websites.</i></p> <p>Mobile business communication – Online business – Digital Advertising</p> <ul style="list-style-type: none"> - https://tech.co/news/facebook-bad-stanford-study-2019-02 - https://mobileadvertisingservicesexplained.wordpress.com/ <p>Exporting. International contracts and means of payment. Documentary credits. Funding.</p> <ul style="list-style-type: none"> - https://www.gov.uk/government/organisations/department-for-international-trade - https://www.great.gov.uk/markets/italy/ - https://www.gov.uk/business-finance-explained/print - https://www.gov.uk/transition - http://static.elmercurio.cl/Documentos/Campo/2011/09/06/2011090611422.pdf - https://iccwbo.org/resources-for-business/incoterms-rules/incoterms-2020/ <p>Accounting, financial statements, standards, ratios analysis.</p> <ul style="list-style-type: none"> - https://www.accountingcoach.com/accounting-basics/outline - http://www.iasplus.com/en/standards/ias - http://i.investopedia.com/inv/pdf/tutorials/financialratio.pdf - http://www.investopedia.com/articles/stocks/07/bankfinancials.asp <p>SWOT analysis.</p> <ul style="list-style-type: none"> - http://www.mindtools.com/pages/article/newTMC_05.htm - http://www.businessballs.com/swotanalysisfreetemplate.htm <p>British and American business organizations. English legal system.</p> <ul style="list-style-type: none"> - https://www.gov.uk/business-legal-structures - https://www.gov.uk/running-a-limited-company - https://www.gov.uk/business-legal-structures/limited-company - https://www.gov.uk/business-legal-structures/limited-partnership-and-limited-liability-partnership

- <https://www.sba.gov/business-guide/launch-your-business/choose-business-structure>
- <http://www.theguardian.com/media/2012/dec/07/leveson-inquiry-royal-charter-history>
- <http://legal-dictionary.thefreedictionary.com/Limited+Liability+Company>

Working in an international setting. Internships. Job search, application letter, video CV, job interview.

- <http://www.inspiringinterns.com/>
- <https://workinstartups.com/>
- <https://www.glassdoor.com/>
- <https://www.thedrum.com/>
- <http://www.irishjobs.ie/careeradvice/accountancy-cv-tips/>
- <http://www.bloomberg.com/bw/stories/2007-05-06/the-art-of-the-online-r-sum>
- <https://www.campaignlive.co.uk/jobs/>
- <https://www.sparkhire.com/video-resumes>
- <https://www.businessinsider.com/biggest-job-interview-mistakes-2016-5?IR=T>
- <http://www.personalbrandingblog.com/>

Numeracy

- <https://www.noslangues-ourlanguages.gc.ca/en/quiz/jeu-quiz-writing-with-numbers-eng>
- <http://www.primaryresources.co.uk/maths/maths.htm#numbers>
- <http://www.tolearnenglish.com/exercises/exercise-english-2/exercise-english-97007.php>

Language practice

- <http://www.englishmedialab.com/business.html>

Business communication tools

- <https://www.noslangues-ourlanguages.gc.ca/en/blogue-blog/courriels-efficaces-email-skills-eng>
- <http://www.bbc.co.uk/worldservice/learningenglish/business/getthatjob/unit3coverletter/page2.shtml>

Business Terms

- <https://www.condecsoftware.com/blog/glossary/>
- <https://www.globalsocialmediamarketing.com/international-economics-glossary-terms/>

Diplomatic English

- <http://youngdip.blogspot.it/>
- <https://www.myenglishteacher.eu/blog/a-practical-guide-to-using-diplomatic-english-in-a-business-environment/>
- <https://www.coursera.org/learn/global-diplomacy/lecture/RnuOR/what-is-diplomacy>

Glossaries.

- https://www.iab.com/wp-content/uploads/2019/07/IAB_Digital-Video-Glossary-2018.pdf

Pronunciation.

- <https://howjsay.com/>

Dictionaries.

- <https://www.oxfordlearnersdictionaries.com/>
- <https://dictionary.cambridge.org/>

Recommended grammars

- M. Hewings, *Advanced Grammar in Use*, 3rd Edition, with answers, CUP, Cambridge, 2013.
- Mark Lester, *Advanced English Grammar for ESL Learners*, Second Edition, New York, McGraw-Hill, 2017.
- M. McCarthy et al, *Grammar for Business*, CUP, Cambridge, 2009.

Recommended dictionaries

- F. Picchi, *New Economics & Business, Dizionario enciclopedico economico e commerciale inglese-italiano con glossario italiano-inglese*, Hoepli, Milano, 2017.
- G. Gorruso - F. del Giudice, *Dizionario giurieconomico - English-Italian - Italiano-Inglese*, Edizioni Giuridiche Simone, Napoli, 2018.

	<ul style="list-style-type: none"> - <i>Advanced Learner's Dictionary, Collins COBUILD</i>, 9th Edition, Glasgow, Harper Collins Publishers, 2018. - G. Ragazzini, <i>Il Ragazzini 2023</i>, Dizionario Inglese-Italiano Italiano-Inglese, Bologna, Zanichelli, 2022.
Teaching methods	Lectures based on interactive approach; use of videos, audio records, multimedia presentations, exercises, case studies. Support exercises: activities to be agreed between the students and the native speaker language teacher. Out-of-class production of individual video CVs and filling in the pertinent reports on self-hetero evaluation factors.
Auxiliary teaching	Reserved "Files section" of Teams (code: n0jfsnj). Support is provided by the native speaker language teacher Mrs. Caterina Claudia Palazzo, e-mail: caterinaclaudia.palazzo@uniba.it .
Assessment methods	Written test preliminary to the oral examination. The final result is recorded under a single registration. The EFI students are assessed on a pass/fail basis (idoneità). These students may require a mark (in thirtieths). In this case, the mark is not taken into account when calculating the average score for the final graduation mark. The ESMI students are awarded a mark (in thirtieths).
Evaluation criteria	Ability to interact in the foreign language at a professional level on topics related to the course program and the expected learning outcomes. Presentation of a personal video CV. Ability to deal with materials in the foreign language and to produce related texts. Good command of the technical topics covered, of special text genres and technical terminology in the foreign language, with special reference to the areas of business and digital communication.