



MASTER IN ENGLISH FOR INTERNATIONAL BUSINESS AND GLOBAL AFFAIRS A.Y. 2020/2021

Director: Prof. Facchinetti Roberta

Department: Foreign Languages and Literatures

Level: I

Duration: One year

Number of enrolled participants (MIN/MAX): 14/25

Auditors: NO

Accessibility to single modules: YES

Registration fee: € 2.900,00 + € 16,00 revenue stamp

€ 1.466,00 at enrolment;

€ 1.450,00 by 31.5.2021

Credits: 61

Stage: NO

Teaching language: English

Compulsory attendance:

70% of hours carried out face to face/videostreaming

90% of activities carried out online

Checks during the course and final evaluation will be conducted face-to-face/videostreaming.

Enrolment: from 1.09.2020 to 13.11.2020

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Information on enrolment:

Short Master Courses, Advanced Courses and Professional Development Courses Unit

Via San Francesco, 22 – 37129 Verona

Tel. +39 045 802 8767 – 8260 from Monday to Friday 10.00-12.00

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CAREER OPPORTUNITIES

The Master will allow students to acquire and/or develop specific English language skills in operational and managerial areas where intermediation and negotiation between parties are crucial.

Priority will be given to international relations at commercial and diplomatic level, proceeding from the



assumption that key characteristics of good communicators at all levels of linguistic competence and in all areas of work include flexibility, ability to win interlocutors' trust, and familiarity with critical and responsible thinking. By the end of the course, participants will be able to apply acquired skills to their areas of work, whether private or public, profit or non-profit. They will also have acquired the means to manage wide-ranging commercial, diplomatic and relational contacts at both national and international level.

The Master will thus train specialists in economic and diplomatic communication in English, since relational networks in international professional contexts require cooperation between parties seldom sharing the same linguistic-cultural backgrounds.

OBJECTIVES

At the end of the course, participants will have developed international intermediation and negotiation competence in English, both in the commercial and diplomatic fields, with specific attention to interpersonal skills and emotional intelligence being essential abilities in successful negotiation. Moreover, the final part of the course provides for a dedicated module simulating an international commercial negotiation managed by experts in the field.

Main objectives of the course are (a) to promote the acquisition and/or improvement of written and oral communication skills in English and (b) to develop professional skills, both in formal professional contexts (work meetings and international negotiations) as well as in more informal social contexts. The development of such practical skills and knowhow is especially facilitated by the "learning by doing" approach, a key feature of the course methodology.

More specifically, participants will be able to

(1) integrate content and language skills in the following professional areas:

- Global competition and business
- Global legal studies
- Governance and conflict
- Institutional framework of the European Union
- Market disruption and client centricity
- Web and social media marketing
- Electronic commerce and information technologies
- Global dimensions in supply chains: fair trade and logistics networks
- Corporate reporting and performance analysis
- Economics and art markets
- Wine industry business
- Business crisis leadership
- Negotiation with the EU and the UN
- Protocol and etiquette

(2) know how to relate to international business partners with competence, fluency, ease and effectiveness;

(3) master techniques of negotiation and intermediation in commercial, diplomatic and, more generally, international relations;

(4) interact with fluency in corporate events, to develop and/or consolidate pre-existing relationships;

(5) chair and actively participate in meetings and conferences;

(6) integrate traditional communicative tools, such as letters and e-mails, with most advanced technologies such as social networks, VoIP techniques, screen-capture or blogs.

Each content module is integrated with and complemented by linguistic in-depth studies, to consolidate specialized contents by means of language practice. To do so, practical activities for individuals and/or groups will be activated with the purpose of:

- Development of vocabulary and specific structures in professional and persuasive discourse;
- Improvement of pronunciation and communicative fluency;
- Development of skills aimed at designing and giving public speeches;
- Development of negotiation and conflict management techniques;
- Development of verbal, non-verbal and paraverbal communication strategies;



- Development of translating skills in the commercial field.

The number of students admitted to the course has been intentionally limited in order to offer each participant in-depth linguistic practice and content discussion through direct involvement in each activity.

ADMISSION REQUIREMENTS

To access one-year-long Masters' programmes it is necessary to have:

- a) a three-year long degree awarded pursuant to Ministerial Decree no. 270 of 2004 or Ministerial Decree n. 509 of 1999;
- b) a university degree of at least three years, according to the previous regulations;
- c) a qualification issued abroad, recognized by current Italian legislation.

EVALUATION CRITERIA FOR ADMISSION

Highest priority will be given to level C2, followed by C1, B2 (minimum level of competence in English B2), which can be attested by language certification, by self-certification or from the CV.

Priority will be given to graduate students in the fields of economics, law and modern languages.

Priority to candidates with the highest degree mark.

PERIOD AND VENUE

Course duration: to be completed within one calendar year starting January 2021.

Lessons: either face-to-face or videostreaming lessons (in line with governmental and university provisions on COVID-19), to take place on Friday afternoon and Saturday morning, for a total of 8 hours per week every fortnight + access to digital platform and state-of-the-art digital educational tools.

ONLINE TEACHING

- Speaking skills for business and global affairs (4h out of 12 online – free access);
- Protocol and etiquette: principles, rules and practical applications (4h out of 12 online – free access);
- The professional public speaker (4h out of 12 online – free access);
- Writing skills in today's world of work (4h out of 12 online – free access);
- English for global legal studies (4h out of 12 online – free access);
- Governance and conflict (4h out of 12 online – free access);
- The institutional framework of the European Union and the use of EU official languages (4h out of 12 online – free access);
- Global competition and business: the evolution of markets and industries (4h out of 12 online – free access);
- Market disruption and client centricity (4h out of 12 online – free access);
- Web and social media marketing (4h out of 12 online – free access);
- Electronic commerce and information technologies (4h out of 12 online – free access);
- Global dimensions in the supply chains: fair trade and logistics networks (4h out of 12 online – free access);
- Corporate reporting and performance analysis (2h out of 12 online – free access);
- Economics and art markets (4h out of 12 online – free access);
- The business of the wine industries (4h out of 12 online – free access);
- Translating and interpreting business discourse (4h out of 12 online – free access);
- Intercultural Communication in the professional setting (4h out of 12 online – free access);
- Language in Economic Diplomacy (4h out of 12 online – free access);
- English for international negotiations: the art of business crisis leadership (4h out of 12 online – free access);
- Negotiation with the EU and the UN (8h face to face/videostreaming);
- Simulation of an international business negotiation (8h face to face/videostreaming)

Tools: Digital platform and latest generation educational tools.



PROJECT WORK, INTERIM ASSESSMENTS, FINAL TEST

Face-to face/Videostreaming teaching (166 hours) and online teaching (74 hours)

1 interim assessment

1 final test

INCENTIVES AND DISCOUNTS

Graduates in the academic year 2019/2020 are entitled to the incentive of € 500 which is applied in the form of a reduction in the tuition fees for the academic year 2020/2021.

How to apply for the incentive:

1) if the degree was obtained at the University of Verona before the selection, the incentive application is automatic;

2) if the degree was obtained at the University of Verona after the selection, it is necessary to write an e-mail to segreteria.master@ateneo.univr.it;

3) if the degree was obtained at another university, an e-mail must be sent to segreteria.master@ateneo.univr.it attaching a copy of the Diploma.

The document must be accompanied by a scan of a valid identity document.

For cases 2) and 3) the request must be sent during the registration phase or before paying the second installment, if applicable.

TEACHING MODULES					
N.	TEACHING MODULE	SSD	CFU	Teaching hours	cost (+ €16 revenue stamp)
1	Speaking skills for business and global affairs	L-LIN/12	3	12	€ 150
2	Protocol and etiquette: principles, rules and practical applications	L-LIN/12	3	12	€ 150
3	The professional public speaker	L-LIN/12	3	12	€ 150
4	Writing skills in today's world of work	L-LIN/12	3	12	€ 150



5	English for global legal studies	IUS/21	3	12	€ 150
6	Governance and conflict	L-LIN/12	3	12	€ 150
7	The institutional framework of the European Union and the use of EU official languages	IUS/14	3	12	€ 150
8	Global competition and business: the evolution of markets and industries	SECS-P/08	3	12	€ 150
9	Market disruption and client centricity	L-LIN/12	3	12	€ 150
10	Web and social media marketing	SECS-P/08	3	12	€ 150
11	Electronic commerce and information technologies	INF/01	3	12	€ 150
12	Global dimensions in the supply chains: fair trade and logistics networks	SECS-P/08	3	12	€ 150
13	Corporate reporting and performance analysis	SECS-P/07	3	12	€ 150
14	Economics and art markets	SECS-P/01	3	12	€ 150
15	The business of the wine industries	L-LIN/12	3	12	€ 150
16	Translating and interpreting business discourse	L-LIN/12	3	12	€ 150



17	Intercultural Communication in the professional setting	L-LIN/12	3	12	€ 150
18	Language in Economic Diplomacy	L-LIN/12	3	12	€ 150
19	English for international negotiations: the art of business crisis leadership	L-LIN/12	3	12	€ 150
20	Negotiation with the EU and the UN	L-LIN/12	2	8	€ 150
21	Simulation of an international business negotiation	L-LIN/12	1	4	€ 150

SINGLE COURSES

BLOCK 1: PROFESSIONAL COMMUNICATION SKILLS

1	Speaking skills for business and global affairs	L-LIN/12	3	12	€ 400
2	Protocol and etiquette: principles, rules and practical applications	L-LIN/12	3	12	
3	The professional public speaker	L-LIN/12	3	12	
4	Writing skills in today's world of work	L-LIN/12	3	12	

BLOCK 2: LEGAL ENGLISH AND GLOBAL AFFAIRS

1	English for global legal studies	IUS/21	3	12	€ 300
2	Governance and conflict	L-LIN/12	3	12	
3	The institutional framework of the European Union and the use of EU official languages	IUS/14	3	12	

BLOCK 3: CHALLENGES OF GLOBAL MARKETS AND BUSINESSES



1	Global competition and business: the evolution of markets and industries	SECS-P/08	3	12	€ 600
2	Market disruption and client centricity	L-LIN/12	3	12	
3	Web and social media marketing	SECS-P/08	3	12	
4	Electronic commerce and information technologies	INF/01	3	12	
5	Global dimensions in the supply chains: fair trade and logistics networks	SECS-P/08	3	12	
6	Corporate reporting and performance analysis	SECS-P/07	3	12	

BLOCK 4: CHALLENGES OF WINE AND ART MARKETS					
7	Economics and art markets	SECS-P/01	3	12	€ 200
8	The business of the wine industries	L-LIN/12	3	12	

BLOCK 5: MEDIATION AND NEGOTIATION					
1	Translating and interpreting business discourse	L-LIN/12	3	12	€ 500
2	Intercultural Communication in the professional setting	L-LIN/12	3	12	
3	Language in Economic Diplomacy	L-LIN/12	3	12	
4	English for international negotiations: the art of business crisis leadership	L-LIN/12	3	12	
5	Negotiation with the EU and the UN	L-LIN/12	2	8	