

## Universita Cattolica del Sacro Cuore (UCSC) Milan 2010-2011 Course Descriptions

EuroLearn students attending the UCSC Milan semester/year program may enroll in one or both Italian Language and Culture courses (intensive and/or semester) and add up to 4 of the following English courses offered on a semester basis. Students with an advanced level of Italian proficiency (minimum of two years of college level study) may enroll in regular courses at the University for up to 30 ECTS per semester. All students are required to maintain full-time enrollment (12 U.S. credits for coursework in English or 30 ECTS for Italian regular coursework per semester) to be consistent with the Italian visa regulations regarding student status.

### COURSEWORK IN ENGLISH

#### Business and Economics Courses

##### **IB/FI 330 International Financial Markets** (Fall & Spring)

44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

The value of daily foreign exchange trade is more than one hundred times the value of annual international trade transactions (goods and services). International financial markets generate capital flows that determine exchange rate movements and affect key macroeconomic variables in open economies, such as production, inflation and unemployment. The course addresses these topics by looking at empirical evidence and theoretical developments.

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

- Determine the link between variable in the financial markets, such as exchange rates, capital flows and economic fundamentals
- Analyze how macroeconomic policies should be implemented when national financial markets are open
- Identify the causes of speculative attacks and currency crises Analyze if the European Monetary Union is sustainable in the long run
- Identify the distinctive features of the global capital market.

##### **IB/MG 340 Strategic Management of Small to Medium-sized Enterprises (SMEs): The Italian Perspective** (Fall & Spring)

44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

Small and Medium Enterprises (SME's) are the pillars of the Italian economic system, but little is known about their main characteristics; how they are run, how they cooperate and how they compete in the markets.

By the end of the course students will be able to identify the issues of managing SME's, understand general principles and theories of business strategy relating to SME's. Students will also study and analyze Italian industrial districts, or local clusters of firms, formed by SME's and similar organizations.

A part of the course focuses on direct contact with local Milanese businesses and industries including textiles and furniture through half-day or full-day field trips. These visits are crucial to the understanding of the small business phenomenon in Italy.

The visits will consist of a presentation of the business, inspection of facilities and opportunities for students to interview staff of the SME. Students may decide to write a final project based on one or more businesses visited during the course.

**EC/PO 311 The Italian Economy: From the “Economic Miracle” to the European Monetary Union** (Fall & Spring)

44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

After World War II, along with Germany and Japan, the Italian economy became one of the most dynamic in the world. In the 1950's, the rate of growth of the Italian gross domestic product had reached 7% and by the early 1960's the unemployment rate was a low 2.5%. The “economic miracle” had occurred.

This course will present the reasons for this exceptional growth performance and the subsequent slowdown in the 1970's. Characteristics of the Italian economy in the 1980's (high inflation, moderate growth, growing fiscal imbalances) and the features of a macroeconomic malaise common to other industrialized countries during this period will be studied.

Students will explore the reasons why Italy's growth performance has been disappointing in spite of participating in European Monetary Unification. They will also discuss the current challenges of globalization and the exceptional export performance of emerging countries such as India and China.

**IB/EC 320 Business, Government and the Global Economy** (Fall & Spring)

44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

The aim of this course is to analyze the key factors that affect the competitive position of a nation by investigating the economic forces that drive trade integration and how globalization is changing the macroeconomic scenario. The course will give some answers on the most important questions related to the international economy. What drives the competitiveness of nations? Are emerging nations competing unfairly due to lower wages? Should we be scared of Chinese competitiveness? What is the role played by multinationals in the world economy? What explains the current stalemate in the world trading system? How trading rules can be modified to help poorer countries to grow faster?

The course will provide answers to these and other questions by mixing economic theory with facts and case studies. A strong emphasis will be placed on the role of government and international institutions in regulating trade and financial flows and in setting the needed standards.

*Italy in Europe and the World Courses*

**IR/PO 322 The European Union in the World: A Superpower in the Making?** Previously The European Security Environment (Fall & Spring)

44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

The aim of the course is to analyze the European security environment from theoretical and empirical perspectives. Attention is focused on the European Security and Defense Policy (ESDP) and the security context surrounding the European Union. Several questions are raised:

- Are the existing theories of International Relations and European integration helpful in comprehending security challenges?
- Which threats or risks are credible, and how should they be dealt with?
- Security challenges and how to deal with them.
- Special attention is devoted to the nature of the European Union and its efforts to develop a defense capability of its own.

Also, particular attention will be devoted to the implications of an Europe more assertive on its external relations. Is Europe doomed to dissipate its civilian power? Can a strong defense policy be a substitute for a weak foreign policy? Should Europe address the current unbalance vis-à-vis the United States? In raising these questions, the European Union will be the privileged empirical reference. Yet, when necessary to understand the problem of cooperation in shaping a common foreign policy, the national perspective will be also taken into consideration. Finally, each class has a two-fold purpose: to present the current literature on the topic of the day, and discuss the policy implications of the issue.

**EC/PO 312 The Political Economy of the European Union** (Fall & Spring)  
44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

The year 2007 marked the 50th anniversary of the the Treaty of Rome, which established the *European Economic Community* (EEC). Since then, barriers to trade have been abated so that the European Union (EU) – as the community has been renamed in the early '90s – is now considered a free trade zone. Moreover, in the late '90s some member countries have given up national currencies and adopted a single currency, the Euro, within the *European Monetary Union* (EMU). European integration therefore takes the form of a process of *political integration*, *trade liberalization* and *monetary unification*. The aim of the course therefore consists in tracing the process of European integration from

- (1) the political-institutional viewpoint, with particular reference to the evolving political context, the progress of *enlargement* which has widened the membership of the EU from the original six members to the current 27 and the development of institutions embodying the different stages of integration;
- (2) the economic viewpoint, with particular reference to the benefits and costs of abating (both tariff and non-tariff) trade barriers and the process of completion of the internal market,
- (3) the monetary and currency viewpoint, with particular reference to the benefits and costs of establishing a monetary union, the different stages of monetary integration, the strengths and weaknesses of institutions designed to implement the monetary union.

In a globalized context, the international dimension of European integration is crucial: Whenever deemed necessary, transatlantic relations will be closely examined. The wide range of political, economic and institutional problems not solved yet will be duly addressed in class.

**IR/PO 321 International Relations and the Middle East: A Comparative European Perspective** (Fall & Spring)

44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

For over half a century the Middle East has been a flashpoint at the center of international politics. The course explores the politics of the 'plural' region of the Middle East from an international perspective. It will focus on key issues and emphasize the relationship of the Middle East with the West, especially with the European Union, itself a plural entity.

The course objective is to provide understanding of the main issues that shape and characterize the politics of the region, its role in contemporary international politics, and the strategies available to and employed by the main international actors when dealing with the region and the world.

Students will be able to recognize the usefulness and the shortcomings of "Western" international relations and political science concepts and approaches to the region.

*The Business of Artistic Excellence Courses*

**IB/FS 310 From B-movies Dusk to Hollywood Dawn: the Italian Roots of Quentin Tarantino's Filmography** (as of Spring 2010)

44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

"The history of Italian cinema is an epic that has guided and shaped the course of international cinema. It can be examined in terms of its uniqueness but it should also be studied as part of the field of forces with which it has been compared since its beginnings" says Professor Gian Piero Brunetta in his "History of the Italian Cinema".

Spaghetti western, Italian thrillers of the Sixties and Seventies and in general B-movies born as niche film genres and often as an imitation of American most successful genres have slowly made their way back to where they came from and got to influence famous directors and screenwriters worldwide.

We will outline the birth of genres in Italy, their contemporary "revival" and their influence on Hollywood, especially through Tarantino's personal reprocessing.

**LT/AR 315 Methods of Illusion: *La Mise-en-Scène* from Drama to Fiction and Visual Arts** (as of Fall 2010)

44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

The French term *mise en scène* literally means "putting on stage" and refers to all the aspects, in the theatre and film worlds, that describe the design aspects of a production. The concept can be however extended to other fields of artistic communication, such as visual arts or literature, where it can refer to different narrative modes and to distinct perspective from which a 'story' can be presented.

The purpose of the present course is to offer an overview of different narrative modes and producing practices, focusing above all on the art and life relationship, in order to investigate the ways in which the art product conveys "the illusion of reality". The analysis will concentrate on three significative periods in which the theme was treated in particular: the European Renaissance and the building of the first public theatres, the Eighteen century, and in particular

the appearance of a new musical genre, the *opera buffa*, and finally the Nineteenth century: from expressionism to the illusions of cinema.

### Communications Courses

#### **IB/CM 350 Total Business Communication: An integrated approach to Corporate Marketing** (Fall & Spring)

44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

The concept of total business communication is based on the necessity that business present itself in a transparent way while also pursuing corporate economic goals. Total business communication includes advertising and promotion, and integrated marketing communication. Students will be provided with key concepts to understand that business activity can influence corporate identity and consequently, the corporate image.

Students will receive tools to comprehend that all business elements and behaviors must be coordinated and integrated to ensure consistency and effectiveness. Students will analyze the various possible approaches that can be developed towards business communication that meets a wide set of issues. These issues may include the setting out of objectives, planning and coordination of activities, analysis tools, the execution and evaluation of performances; and cross-cultural topics in international communication.

#### **IB/CM 325 Emotional Branding & Marketing Strategies and Consumer Engagement** (as of Fall 2009)

44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

Brand is one of the strategic intangible assets that allow companies to achieve competitive differentiation in global and local markets. The course is aimed at illustrating the basic principles related to brand and brand equity. In particular, the changes in consumer behavior brought about by post-modern society require new emotional and activating branding strategies focused on consumer engagement. Such strategies include the use of experiential marketing tools, marketing events, branded entertainment techniques, innovative storytelling advertising and ambient communication policies (from out-of-home to guerrilla marketing). These tools will be analyzed and illustrated with examples related to the most innovative Italian companies.

#### **CM/SO 310 Media and the City: the Social Impact of Media on Gender and Behaviour** (as of Spring 2010)

44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

*Course description not yet available.*

#### **CM/AR 300 Luxury You Must Afford: Visual Communication and Persuasion in Fashion and Luxury Goods** (as of Spring 2010)

44 contact hours worth 6 ECTS credits or typically 3 U.S. semester credits

Brands, brand identities, marketing strategies and persuasive storytelling will be analysed through a socio-semiotic approach and a wide variety of case-studies. The course will first consist of an overview of the “golden age” of “Made in Italy” luxury goods with reference to French tradition and modern innovation, recent trends in luxury goods communication and management. As the outstanding production sector seems to be on the verge of an identity loss

as it reacts to a fast-changing world of expert consumers, students will analyse how the present strategies of traditional craftsmanship and creativity may represent the most effective examples of survival practices in markets in the west.

## **ITALIAN LANGUAGE AND CULTURE COURSEWORK**

### **INTENSIVE**

The intensive Italian Language and Culture course starts at the beginning of the semester in September and February. It consists of 50 hours and is worth 5 ECTS credits. The intensive course provides a student the basic knowledge of Italian language to function early in the semester in the Italian environment. This course is especially suited for students with no prior knowledge of Italian who take the courses in English or for those with some prior knowledge in Italian planning on taking regular UCSC courses in Italian who may need to brush up on their skills before the beginning of the semester.

#### IT/LC 100 Absolute Beginners

- for those with almost no knowledge of Italian.
- aims to give basic competence in Italian to use in typical situations in everyday and university life, through classroom lessons and integrated project work.

#### ILC INT 002 Lower Intermediate

- for those who already possess elementary level knowledge.
- the course consolidates and extends students' knowledge and gives them more confidence in dealing with typical situations in everyday and university life through classroom and multimedia laboratory lessons and integrated project work.

#### ILC INT 003 Upper Intermediate

- for those with a reasonable knowledge of Italian.
- the course is designed to provide the tools for spoken and written contexts so you can operate in an increasingly wide range of typical situations of everyday and university life, through classroom and multimedia laboratory lessons and integrated project work.

### **SEMESTER**

The semester course is organised to go along with the first and second semester calendar of the academic year for a total of 40 hours worth a total of 3 ECTS credits. It is meant to provide linguistic support to students taking regular courses taught in Italian or to provide in-depth practice of Italian language for those wanting to complement the skills studied during the intensive course. Although the semester course is a stand-alone course, it is advised, at least for those taking the program courses in English to enroll both in the intensive and the semester course to maximize their Italian language learning experience during their studies at UCSC.

#### IT/LC 125 Absolute Beginners

- for those with almost no knowledge of Italian.

- aims to give basic competence in Italian to use in typical situations in everyday and university life, through classroom lessons and integrated project work.

#### ILC SEM 002 Lower Intermediate

- for those who already possess elementary level knowledge.
- the course consolidates and extends students' knowledge and gives them more confidence in dealing with typical situations in everyday and university life through classroom and multimedia laboratory lessons and integrated project work.

#### ILC SEM 003 Upper Intermediate

- for those with a reasonable knowledge of Italian.
- the course is designed to provide the tools for spoken and written contexts so you can operate in an increasingly wide range of typical situations of everyday and university life, through classroom and multimedia laboratory lessons and integrated project work.

### **COURSEWORK IN ITALIAN**

Students with advanced Italian Language Proficiency (minimum of 2 years of University level Italian study) may also choose courses from the 9 Facoltà (departments) and over 30 curricula either at the undergraduate or graduate level. For course listings and descriptions check the [UCSC ECTS guide](#). Please note that the academic calendar for regular coursework in Italian is different than the calendar for courses taught in English.