

Extensive Module Description Elective

Versie 2014-2015 1.0

Institute:	Rotterdam Business School
Code:	RBSITA01K	
Name:	How to survive in Italy?	
Lecturer:	Dr Rengenier C. Rittersma	
Honours Programme elective:	No	
New course:	Yes	
ECTS:	2	
Language:	English/Italian	
Max. amount students:	no max.	
Profile:	International Business & (Inter)Cultural Awareness	

BACKGROUND

Italy figures in terms of Dutch trade relations amongst the top five and it is since decades one of the most popular destinations for Dutch tourists. This applies *a fortiori* to the port and trade city of Rotterdam, which since ages maintains intensive relationships with Italy. Rotterdam therefore has its own *Istituto Dante Alighieri*, the Italian language and culture institute. On the one hand there is an undeniable Dutch-Italian connection, but Italy remains somehow mysterious. How can a G8 country be so rich (Northern Italy) and so poor (Southern Italy), how can an organisation like the mafia ever exist in a European country? But also practical aspects puzzle: Where can I buy tickets for public transport, how to find the medical emergency, and why are Italians so lean although they eat masses of food?

AIMS

This course has a twofold aim:

1. the course provides practical tools that can be useful when visiting the country for business, study, research or other aims. (application)
2. The course also intends to raise the interest in the Italian language and culture (theory, insight)

The course structure allows to discuss in 7-8 weeks a wide range of representative everyday life situations that will also be used to illustrate theoretical knowledge on the local cultures and mentalities and their whereabouts. Audiovisual media will be used to illustrate these theoretical aspects. In 7- 8 weeks the most important themes (history, geography, politics and society, food culture etc.) will be discussed. The course provides a combination of theoretical and applicable knowledge and therefore perfectly corresponds with the profile of a university of applied sciences.

LECTURER:

Dr Rengenier Rittersma studied History and German Literature and Language in Amsterdam and Heidelberg and then obtained his PhD in History from the EUI in Fiesole (I). During his seven-year stay in the district of the city of Florence, he had a representative by experiencing local weddings, local funerals, the Vatican, maternity departments, examinations, traffic accidents et cetera. Since 2013 he is Visiting Professor at the Slowfood-university in Pollenzo (Piedmont). He also regularly organises Italy-trips for small groups. Since 2002 he has published in Italian on a wide variety of themes and in 2015 he passed the oral exams for his C2 certificate with the maximum score.

Introduction text for student:

Italy: *il Bel paese*, the cradle of *la dolce vita*, ice-creams, pizza and pasta, but also the country that gave origin to Ferrari, the Vatican, and the mafia. Italy is intriguing and puzzling at the same time: How can a G-8 member state be so rich (Northern Italy) and so poor (South)? How can an organisation like the mafia ever exist in a European country? And why is Naples so dirty? But everyday-life also very much seems to be a jungle: How to find your way in such a jungle of road signs? Where to buy bus tickets and where to find the first aid? How to order a proper breakfast? This course will give you answers to these questions and further useful information for those who visit Italy for working or leisure aims. Last but not least: You will also learn the principles of the most beautiful language of the world.

Dublin descriptors:

ACQUIRING KNOWLEDGE AND UNDERSTANDING

- Reconstructing the Italian "soul", using audiovisual material.

- Background information (Geography, (Food) culture, History etc.)
- Excursion to Italian-Dutch Chamber of Commerce in Amsterdam
- First basic steps in learning the Italian language.

APPLYING KNOWLEDGE AND UNDERSTANDING

- Applying basic language skills in specific situations (during class and during the exam), e.g. how to spell your name, how to order a proper breakfast?

MAKING INFORMED JUDGEMENTS AND CHOICES

- We will weekly discuss an Italian song that has been selected by the students.
- In week 7 students will have to deliver a presentation on a typically Italian person or subject. During this presentation they will have to apply the insights from the preceding sessions.

COMMUNICATING KNOWLEDGE AND UNDERSTANDING

- Asking questions, discussion techniques, mini-dialogues during class
- Midterm exam (group assignment)
- Final exam (individual assignment)

CAPACITIES TO CONTINUE LEARNING

- If there is enough interest an additional language course (A1) may be offered.
- Students will be encouraged to attend language courses at the Dante institute in Rotterdam or The Hague.

Entrance level for student:

No entrance level

Course contents:

How to survive in Italy? Week overview (in red language acquisition aspects)

1. Introduction, explanation course aims and examination + Geography (daily rhythm) + **Italian alphabet and Italian spelling** + **Quick course pronunciation**

Aspects: Social geography (prosperity, demography, purchase power etc.).

2. La dolce vita: Music, Art, Erotica + **Quick course counting**

Aspects: Music and art in past and present

3. Il Bel Paese: The fatal charm of Italy (cultural and natural highlights etc.) + **Practical tips for travelers**

Aspects: Italy as destination since Antiquity

4. Misericordia: What to do in case of emergency? (Italian society, role of the family) .+ **Asking for help**

Aspects: state institutions and politics

5. Mangiare: Food culture **Quick course food vocabulary**

Aspects: Italian “foodscapes”

6. Kamikaze: Traffic and infrastructure + **Italian gestures and how find your way**

Aspects: Italian infrastructure and traffic (behaviour)

7. Group presentations on a **“typically Italian person or subject”**

Aspects: The (self)-image of Italians/Italy

Examination:

- Group presentation on a “typically Italian person or subject”, in week 7 = 50% of final grade
 - Individual oral exam of about 5 minutes on all subjects discussed in class (theory and language) = 50% of final grade
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Literature:

Copies from: <http://almaedizioni.it/minisiti/nuovo-espresso/>

Remarks: