



Faculty of Communication
International Language Centre – Academic Year 2023/24
Regulations for the Bachelor’s Degree Course in
Corporate Communication and Public Relations (CCPR)

These Regulations, valid for students enrolled in the academic year 2023/24, cover the organisation of the following courses provided by the International Language Centre (ILC) of IULM University: Professional English III, IV (6 CFUs); Chinese, French, German, Russian and Spanish Language (6 CFUs).¹

1. Learning objectives and content

The **Professional English** course aims to develop and consolidate language skills from upper-intermediate (B2+) to advanced (C1) level on content and functional elements relating to work contexts, taking into account the micro-linguistic scope of the degree course.

The teaching of the **second foreign language** aims to develop language and cultural skills and aims to take students:

- for the Spanish, French and German languages from beginner level to the completion of level A2;
- for the Russian and Chinese languages from beginner level to the completion of level A1.

For the Spanish, French and German languages, the learning objective, through a communicative approach and with the integration of cultural content and references, consists of the development of written and oral comprehension of everyday topics, the consolidation and expansion of vocabulary, the reinforcement and expansion of basic morphosyntax with a focus on precise and coherent language use.

For the Russian language, the learning objective includes the learning of the Cyrillic alphabet, grammar and elementary vocabulary, as well as the fundamental notions of culture, history and geography.

For Chinese, the learning objective includes elements of writing, basic vocabulary and conversation, as well as the fundamental notions of geography and culture.

The students are divided into small groups coordinated by the teacher and, with the aid of audio-visual materials, carry out practical exercises, group and individual work.

Students will only be able to achieve the stated learning objectives with assiduous attendance at classes and an appreciable number of hours of individual study.

¹ Foreign students enrolled in the second year of the degree course in CORPORATE COMMUNICATION AND PUBLIC RELATIONS who do not possess the Italian language proficiency requirement must compulsorily choose ITALIAN LANGUAGE AND CULTURE as their second foreign language, in accordance with the Regulations available at this [link](#)



2. Recognition of qualification, exemptions and waivers

The initial level of proficiency in English and the second foreign language can be determined in two ways:

- submission of a language certificate;
- passing the language assessment test for English, French, Spanish or German.

In the event that the initial level of proficiency in a foreign language may provide for the waiver or exemption from the corresponding examinations, the student is awarded the relevant CFUs but not a grade expressed as a mark out of thirty. Exemptions granted following the presentation of a certificate, as well as exemptions following a language assessment, are irreversible, i.e. students who have been exempted cannot subsequently request to sit the corresponding exam. With regard to the English language, exempted students are automatically placed in the higher level course (without any need for confirmation or request on the part of the student)².

For example, a student who is exempt from Professional English III following the submission of a valid language certificate in September 2023:

- will automatically find "passed the Professional English III exam" on their transcript by January 2024, resulting in the awarding of 6 CFUs, but without a grade expressed as a mark out of thirty;
- will not be permitted to sit the Professional English III exam;
- will be assigned to a Professional English IV class in the academic year 2023/24 in their first year of the course (early attendance), with classes starting in October 2023.

Recognition of a language certificate

The certifications recognised by the Faculty of Communication of IULM University, in its meeting of 23 January 2023, are those specified in **Annex 1, *English and Second Language Exemptions academic year 2023-2024***.

Any Russian and Chinese language certifications obtained after 1 January of the two years preceding the academic year of enrolment (i.e. after 1 January 2021 for enrolment in the academic year 2023/24) will be assessed by the teacher responsible for the course at their sole discretion. If it has not already been submitted at the time of enrolment for the test, the certification may be sent by e-mail, in pdf format, to the International Language Centre.

Passing the language assessment test

English language

Students may be exempted from the Professional English III or Professional English III and IV examinations on passing the language assessment test, which consists of a written test and an oral test, to which only those students who have passed the optional English Placement Test carried out at the time of the admission test with at least 80% of the correct answers will be admitted.

² Exceptionally, in the event that the student does not wish to attend in advance, but prefers to follow the course during the year of the regular course, they must send a justified request to ilc@iulm.it no later than 10 working days from receipt of the e-mail notifying them of the result of the admission test; once this deadline has elapsed, attendance in advance is automatically considered accepted and it will not be possible to reassign the class in the following year.



Passing the optional English Placement Test does not in itself lead to any exemption or other benefit, but only allows access to the subsequent language assessment test. The result of the language assessment test may be, depending on the level achieved:

- no exemption and assignment to a Professional English III class;
- exemption from the Professional English III examination, with the simultaneous recognition of the 6 CFUs (without attribution of the grade) and assignment to a Professional English IV class;
- exemption from the Professional English III and IV exams with the simultaneous recognition of the 12 CFUs (without the awarding of a grade).

French, Spanish and German language

At the end of the first year, students who have declared themselves to be non-beginners in **French, Spanish and German** may take an A2-level language proficiency test. The test consists of 45 questions to be completed with one of the proposed options. Elements of the culture of the countries in which the language is spoken will also be part of the assessment. Students who pass the test will be exempt from attending the second-year course and their language skills will be recognised for the purposes of certification of the CFUs allocated for French, Spanish and German language and culture (6 CFUs - no grade).

There is no assessment test for the **Chinese and Russian languages**.

3. Course organisation

For the academic year 2023/24, International Language Centre classes will start on 2 October 2023.

Professional English

The lessons are structured as follows:

- the one-year **Professional English III** course is taught on an e-learning self-study platform, supplemented by weekly online lessons (40 academic hours = 20 hours per semester) for support and assessment of oral skills;
- the one-year **Professional English IV** course is taught online entirely in English; for each of the two semesters, 40 hours will be dedicated to twice-weekly online lessons with the teacher and the remaining 20 hours to individual learning with the support of the textbook, DVDs and CDs, for a total of 120 academic hours (60 hours per semester).

The weekly **Professional English III** lessons are taught online entirely in English and have a predefined structure presented by the teacher at the beginning of the connection. During the lessons, the topics presented on the self-study platform are discussed in depth, as outlined in the available lesson plans. For more effective learning, students are advised to carry out the units in the syllabus on the self-study platform before attending the relevant lessons.

During the online lessons, in order to encourage interaction in English, students may be divided into small groups, coordinated by the teacher, who is available for any clarifications.

Attendance in online classes with the teacher is strongly recommended.



Professional English IV is an advanced course that aims to reinforce previously acquired language skills. In the first lesson of the week, all students will be present. In order to encourage oral interaction, they will be divided into two groups in the second lesson of the week.

French, Spanish, German, Russian and Chinese language and culture

In the second year of the course, students must choose a second language from a choice of French (level A2), Spanish (level A2), German (level A2), Russian (level A1) and Chinese (level A1).

Activation of the courses is subject to a minimum number of students enrolling.

The one-year courses, held online with the teacher, will last 80 academic hours (40 hours per semester) and lead to the acquisition of 6 CFUs.

4. Assessment procedures

Professional English III

The **written test**, which assumes that participants have already acquired skills in the global, selective and detailed comprehension of written texts, and possess written production and oral production skills corresponding to level B2+, covers the year's syllabus and comprises:

- Reading comprehension: 1 text
- Cloze test: 1 text
- Language review: detailed comprehension of sentences with specific questions (multiple choice with 4 options) on morpho-syntactic, lexical and communicative elements.
- Writing: writing a formal/informal letter or e-mail, reports or short presentations.

There are no penalties for incorrect answers.

The **oral test**, which can be taken after passing the written test, with individual convocation in the same exam session, consists of an interview on the subject areas covered in the course.

The grade for the oral test, expressed as a mark out of thirty, is averaged with the grade for the written test.

Students who actively participate in the weekly lessons with the teacher (blended lessons) will be able to receive final oral assessments for both semesters that will allow them to take only the written test during the examination session. The average of the two oral assessments will contribute to the final average with the written exam if the latter is successfully passed.

Oral assessments during the course are expressed as a mark out of thirty and the final oral assessment awarded at the end of the course is made up of the sum of the mark for oral production (maximum 15 points for group work on case studies) and the mark for the presentations in the final lessons of each semester (maximum 15 points). The presentations are on one of the topics covered during the course and must meet the criteria set out and developed in LUCKY DIP 3 (see e-learning platform for Professional English 3).



The oral assessments will only remain valid for the examination sessions of the academic year in which the student has registered attendance on the course in their transcript; if, at the end of the examination sessions of the academic year, the student has not taken or passed the Professional English III examination, the oral assessments will lose their validity and the oral test must therefore also be taken after passing the written test. For example, oral assessments obtained in the academic year 2023/24 will be valid until the end of the exam sessions of the academic year 2023/24 (February 2025).

Professional English IV

The **written test**, which assumes that participants have already acquired skills in the global, selective and detailed comprehension of written texts, and possess written production and oral production skills corresponding to level C1, covers the year's syllabus and comprises:

- Reading comprehension
- Cloze test
- Writing: Advanced Level lexical text.

There are no penalties for incorrect answers.

The **oral test**, which can be taken after passing the written test, with individual convocation in the same exam session as the written test, consists of an interview on the subject areas covered in the course.

The grade for the oral test, expressed as a mark out of thirty, is averaged with the grade for the written test.

The average of the two oral assessments will contribute to the final average with the written exam if the latter is successfully passed.

There is an interim oral assessment expressed as a mark out of thirty for each semester. To qualify for the oral assessment in the first semester, worth up to 15 points, students are required to receive at least three oral production assessments. In order to qualify for the oral assessment in the second semester, worth up to 15 points, students are required to receive at least three oral production assessments and to give a presentation at the end of the semester on one of the topics covered in the textbook.

The oral assessments will only remain valid for the examination sessions of the academic year in which the student has registered attendance on the course in their transcript; if, at the end of the examination sessions of the academic year, the student has not taken or passed the Professional English IV examination, the oral assessments will lose their validity and the oral test must therefore also be taken after passing the written test. For example, oral assessments obtained in the academic year 2023/24 will be valid until the end of the exam sessions of the academic year 2023/24 (February 2025).

The examination programmes are valid for all sessions of the academic year in which the student has registered attendance on the course in their transcript.

Please note: it is not possible to take exams for more than one Professional English course in the same exam session.



French, Spanish, German, Russian and Chinese language and culture

The test assumes that participants have already acquired skills in the global, selective and detailed comprehension of written texts and possess sound knowledge of structural aspects at level A2 for French, Spanish and German, and at level A1 for Russian and Chinese.

In particular, the test consists of 30 specific questions on morpho-syntactic elements (multiple choice with 4 options) and 15 questions on the culture of the country.

There are no penalties for incorrect answers.

The examination programme is valid for all sessions of the academic year 2024/25.

* * *

The academic requirements set out in these Regulations have been drawn up in agreement with the Management of the Istituto di Alti Studi SSML Carlo Bo.

The Course Director

Prof. Paolo Proietti

Approved by the Board of the Faculty of Communication on 9 October 2023 – Rev. 11/04/2024