

THREE CITIES PROGRAM

// IN ONE SEMESTER //



TUSCANIA // ROME // FLORENCE

- SPRING SEMESTER 2020 -

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TUSCANIA

THE HILLTOP TOWN OF TUSCANIA on the border between the Tuscany and Lazio regions of central Italy, lies south of Florence and not far from Rome. The breathtaking countryside forms part of a nationally protected nature reserve, and has one of the richest collections of archaeological remains in the world. World-renowned filmmakers such as Pier Paolo Pasolini, Orson Welles and Franco Zeffirelli have set films in this town, which has inspired numerous artists, painters, photographers and writers. LdM Tuscania allows for easy access for day trips to the beach, to volcanic lakes and hot springs, and to historic cities including Viterbo and Tarquinia, Rome, Florence, Siena, Pisa and Assisi.



ROME

THE ETERNAL CITY - Spending any amount of time in Rome is an experience that has kept visitors and pilgrims captivated for centuries. Whether the inspiration comes from a quiet spot in Rome's parks, powerfully evocative ruins, Renaissance or Baroque palaces, or the awe-inspiring art of Vatican City, Rome continues to stimulate the senses. At LdM Rome students enjoy a welcoming atmosphere as well as facilities located in the heart of the city center.



FLORENCE

AS THE BIRTHPLACE OF MODERN HUMANISM, naturalistic arts and scientific inquiry, Florence was the cradle of Renaissance civilization, the place where Dante, Brunelleschi, Botticelli, Leonardo da Vinci, Machiavelli and Galileo changed forever the way we see the world. As a thriving economic center with particular strengths in the fashion, luxury goods and tourist sectors, the city of Florence also offers its inhabitants the chance to investigate numerous aspects of the contemporary Italian world.



THE PROGRAM

SPRING 2020

With the Three Cities program, students are immersed in the unique characteristics of three Italian cities during a single semester. Each of the cities, Tuscany, Rome, and Florence, has a distinctive urban character, a complex historical and artistic heritage, and a precise role in today's Italy. This dynamic program offers students a diverse and informed approach to the multifaceted aspects of contemporary Italy, placing a new emphasis on Italian excellence and global presence in relation to real-world issues of today and tomorrow.

The courses of the Three Cities program foreground a wide choice of topics. They mark a journey through history, culture, and society, highlighting Italy's excellence in the fields of tourism and gastronomy, and allowing a reflection upon the meaning of the Made in Italy brand.

In Tuscany, students will explore the harmony of the Italian language as a key to better understand and appreciate their surroundings, while considering issues such as sustainable tourism, one that relies on the preservation of natural heritage. The historical and cultural aspects of the Made in Italy brand are the focus of the Rome portion of the program, where students understand how the production of Italian-made goods and services, and their global consumption, have affected Italy's social fabric, its character, and even its lifestyle. In Florence, a course on Italian Cuisine, with hands-on learning, will guide students to understand Italy's rich gastronomic tradition in a geographical and social contexts, exploring current trends that reflect both social changes and attention to wellness. Thanks to a focus on wine business, students will then analyze the working structure of one of many fields in which Italian insight and innovation stand out, learning about the economic and cultural scenario around wine business, especially within the international market.

Students spend a month at each location, moving from Tuscany to Rome, and finally to Florence, attending five 3-credit courses—two courses in Tuscany, one in Rome, and two in Florence.

At each of these locations, they will be closely supported by LdM's expert and experienced team of advisors, support staff and faculty.



COURSE SEQUENCE

SPRING 2020

FIRST MONTH: TUSCANIA

3-Hour Italian Language

ITL 101/102/201/202/301/302 T

Dept. of Italian Language; Cr: 3; Contact hrs: 45

Note: levels available: Elementary 1 or 2; Intermediate 1 or 2; Advanced 1 or 2; placement test will be taken upon arrival

Sustainable Italy: Environmental Awareness and Ecotourism

ENV 238 T

Dept. of Geography and Environmental Studies; Cr.: 3; Credit hrs: 45

SECOND MONTH: ROME

Made in Italy: A Culture of Excellence

BUS 283 R; Dual Listed: SOC 283 R

Depts. of International Business and Sociology; Cr.: 3; Credit hrs: 45

THIRD MONTH: FLORENCE

Current Trends in Italian Cuisine

IGC 220 F

Dept. of Italian Gastronomy and Culture; Cr.: 3; Credit hrs: 45

Wine Business

BUS 252 F; Dual Listed: IGC 252 F

Depts. of International Business and Italian Gastronomy and Culture; Cr.: 3; Credit hrs: 45

Sustainable Italy: Environmental Awareness and Ecotourism
ENV 238 T

The course explores the problems of natural resources management by creating awareness of the new possibilities provided by sustainability. Students will learn, thanks to the knowledge of the Italian and Tuscia territories, the potential provided by ecosystem services (Supporting, Provisioning, Regulating, Cultural) such as ecotourism. Environmental preservation, sustainable practices, the conservation of biological diversities and reserves management are keywords for a future where the students will be the main actors. Drawing on a multi-disciplinary perspective, which brings together academic research and field experiences, the students will explore the complexity of the environment and they will be encouraged to reflect on their role in this important change.

Made in Italy: A Culture of Excellence
BUS 283 R; Dual Listed: SOC 283 R

This course examines the “Made in Italy” phenomenon, emblematic of superlative quality. Home to the most iconic labels, brands, and craftsmanship, Italy is known for both its historic legacy and its present-day excellence in many fields. The course addresses the industries and fields of food and cuisine, fashion, and other areas of design, including industrial and architectural. Italian-made goods and services are an integral part of the Italian economy, society, history, and culture. Since a flow of expertise across time and disciplines seems to distinguish “Made in Italy,” students will connect the latter to patterns of continuity and change in Italian society and examine how the “Made in Italy” phenomenon has impacted the country’s social fabric, character, and even mode of living ever since the Industrial Revolution, but, especially, since the post-war era, and how presently globalization is transforming the concept and its social reality. An additional concentration is on the business aspect of the label, in particular, on marketing, branding, and consumer behavior seen from both an Italian and international perspective. In careful consideration of recent developments, the focus may vary from semester to semester. Guest lectures and site visits will form part of this course.

Current Trends in Italian Cuisine
IGC 220 F

This course explores major trends in contemporary Italian cuisine that have been emerging in recent decades. These trends, revealed in both everyday and haute cuisine, involve fresh reinterpretations of regional traditions, revaluation of local products, interest in lighter and healthier diet, and an emphasis on creativity. Driving these trends are such diverse factors as interest in other cuisines, innovations by leading chefs, and especially changes in Italian society and lifestyles. Students learn basic cooking skills as well as some specialized cooking methods and techniques. They discover how to select quality ingredients, and they compare their eating habits with those common in Italy today. Particular focus is given to the following aspects: historical origins and developments of food production, regional dishes, seasonal and environmental conditions, social issues, nutrition, safety and health. In each lesson students learn how to prepare representative recipes, with attention to ingredients, nutritional values, and presentation.

Wine Business***BUS 252 F; Dual Listed: IGC 252 F***

This course explores the business and marketing of wine, with special focus on U.S. markets. The Wine trade and consumption in the U.S. have consistently increased in recent years. If until the early 1990's wine consumption was concentrated in a few major states, today wine is consumed by a large part of the U.S. population. Italian wines, counting for 30% of U.S. wine imports, are a major part of this economic and cultural scenario. In addition, new wine markets have emerged worldwide. This growing interest has strengthened the role of traditional key players in the wine trade, such as importers, distributors, wholesalers, retailers, while helping to create new professional categories, such as wine writers, wine club managers, and event promoters. In this course students learn the essential skills that will enable them to take on such professions. Given the notable diversity and quality of Italian wines, students examine issues of sourcing, shipment chains and trading channels, and market impact. The course includes business simulations, and students produce a startup or marketing project.

Prerequisites: BUS 210 Principles of Marketing, or BUS 130 Introduction to Business, or BUS 195 Foundations of Management, or equivalents; or concurrent enrollment in the Three Cities program

3-Hour Italian Language Elementary 1***ITL 101 T***

This level is for absolute beginner students who have never studied Italian before: it is the first of six levels and its aim is to give the basis of the language, allowing students to deal with the most common everyday situations by expressing themselves in the present and past tenses. At the end of the course students will be able to understand familiar words and basic phrases and to interact in a simple way in order to satisfy their immediate needs.

3-Hour Italian Language Elementary 2***ITL 102 T***

This course focuses on the consolidation of basic structures of the language and the acquisition of some new structures, such as the means to describe one's personal background and environment, to express wishes and talk about future plans, respond to simple direct questions or requests for information. At the end of the course students will be able to understand simple exchanges of information on familiar activities and use short phrases to describe in simple terms people and living conditions.

Prerequisites: ITL 101 3-Hour Italian Language Elementary 1 or equivalent; placement test upon arrival. As a result of the placement test LdM reserves the right to move students into a different level.



3-Hour Italian Language Intermediate 1 ***ITL 201 T***

This course is directed towards the acquisition of more complex structures of the language, such as the means to express personal opinions and preferences. In this level emphasis is given to the ability to maintain interaction and to cope flexibly both in speaking and writing with problems in everyday life. At the end of the course students will be able to manage conversations on topics of personal interest or everyday life, to describe experience and to narrate a story.

Prerequisites: ITL 102 3-Hour Italian Language Elementary 2 or equivalent; placement test upon arrival. As a result of the placement test LdM reserves the right to move students into a different level.

3-Hour Italian Language Intermediate 2 ***ITL 202 T***

This course focuses on the acquisition of complex language structures and skills, such as the means to express personal opinions, preferences, doubts and hypothesis, the combination of different tenses when narrating past events, switching the focus in writing. In this level emphasis is given to social discourse, to the ability to effectively sustain social interactions and contribute significantly to discussions. At the end of the course students will achieve a deeper awareness of the language and a wider repertoire of vocabulary and texts.

Prerequisites: ITL 201 3-Hour Italian Language Intermediate 1 or equivalent; placement test upon arrival. As a result of the placement test LdM reserves the right to move students into a different level.



3-Hour Italian Language Advanced 1 ***ITL 301 T***

In this level the focus is on the ability to manage conversation and cooperating strategies, to employ a wide range of language to build clear, connected and effective texts. At the end of the course students will be able to take an active part in conversations, accounting for their points of view, to give clear presentations on a range of subjects related to their interests both in speaking and in writing.

Prerequisites: ITL 202 3-Hour Italian Language Intermediate 2 or equivalent; placement test upon arrival. As a result of the placement test LdM reserves the right to move students into a different level.

3-Hour Italian Language Advanced 2 ***ITL 302 T***

This course focuses on the ability to understand extended speech, as well as complex and specialized texts. At the end of the course students will develop the ability to use language flexibly for social and professional purposes. They will be able to recognize a wide range of idioms and to apply register shifts.

Prerequisites: ITL 301 3-Hour Italian Language Advanced 1 or equivalent; placement test upon arrival. As a result of the placement test LdM reserves the right to move students into a different level.

More details can be found in the course syllabi, available on request. Syllabi are distributed to students on the first day of class in each city.



PROGRAM CALENDAR

SPRING 2020

Tuscania

Tuesday 28 January	Students arrive in Tuscania / Housing check-in
Wednesday 29 January	Orientation (mandatory)
Thursday 30 January	Orientation (mandatory)
Friday 31 January	Orientation (mandatory)
Monday 3 February	Classes start (Monday to Thursday)
Wednesday 26 February	Classes end
Thursday 27 February	Housing check-out and transfer to Rome

Rome

Thursday 27 February	Housing check-in / Orientation (mandatory)
Monday 2 March	Classes start (Monday to Thursday)
Wednesday 25 March	Classes end
Thursday 26 March	Housing check-out and transfer to Florence

Florence

Thursday 26 March	Housing check-in / Orientation (mandatory)
Monday 30 Mar to Friday 3 Apr	Break
Monday 6 April	Classes start (Monday to Thursday)
Sunday 12 April	Public Holiday: Easter
Monday 13 April	Public Holiday: Easter Monday
Saturday 25 April	Public Holiday: Liberation Day
Thursday 30 April	Classes end
Friday 1 May	Housing check-out / Departure

More detailed and final calendar given upon arrival and during orientation sessions.



COURSE SCHEDULE

SPRING 2020

TUSCANIA

MON February 3 - WED February 26

3-Hour Italian Language

ITL 101/102/201/ 202/301/302 T

Cr.: 3; Contact hrs: 45

MON to THU, 11:00 AM - 1:30 PM

Sustainable Italy: Environmental Awareness and Ecotourism

ENV 238 T

Cr.: 3; Credit hrs: 45

MON to THU, 2:00 PM - 4:30 PM

ROME

MON March 2 - WED March 25

Made in Italy: A Culture of Excellence

BUS/SOC 283 F

Cr.: 3; Credit hrs: 45

MON to THU, 11:00 AM - 1:30 PM

FLORENCE

MON April 6 - THU April 30

Current Trends in Italian Cuisine

IGC 220 F

Cr.: 3; Credit hrs: 45

MON to THU, 3:00 PM - 5:30 PM

Wine Business

BUS/IGC 252 F

Cr.: 3; Credit hrs: 45

MON to THU, 9:00 AM - 11:30 AM

Please note: the course schedules are subject to changes. Schedules are regularly updated and published on LdM website. Consult the Three Cities Program's online schedule at www.ldminstitute.com.

CONTACT

***LdM ITALY MAIN OFFICE
FLORENCE, ROME AND TUSCANIA***

Via Faenza, 43

50123 Florence, Italy

Phone: +39.055.287.360

Phone: +39.055.287.203

Fax: +39.055.239.8920

info@ldminstitute.com

***LdM ACADEMIC RELATIONS
AND STUDENT SERVICES***

3600 Bee Caves Road, Suite 205B
AUSTIN, TX 78746 U.S.A.

Phone: +1.877.765.4LDM (4536)

Phone: +1.512.328.INFO (4636)

Fax: +1.512.328.4638

info@ldminstitute.com

 **LdM** The Italian
International
Institute
Lorenzo de' Medici

WWW.LDMINSTITUTE.COM



Istituto Lorenzo
de' Medici



@Istituto_LdM



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