



At Florence University of the Arts (FUA) SAI presents a contemporary approach to a Liberal Arts education, along with an extensive curriculum in Studio Arts. With small classes taught by a highly qualified international faculty, every course aims to enhance the social, intercultural and professional experience of each student. In the arts, students have the opportunity to learn with working professionals, as many instructors are critically acclaimed in their fields.

Florence University of the Arts is accredited with the Region of Tuscany, delegated by the Ministry of Education, (Accreditation n. 002219_1). SAI students receive US credit for their courses at FUA through the University of South Florida.

International Banking = FINN 399t Pre-requisite: Background in Finance or accounting. This course will focus on international financial institutions and international banking activities. topics include: credit and market risk management, country risk assessment, bank exposure to liquidity, international debt crises and regulations, VaR analysis, RaRoc, and international rules for bank capital. case studies are used frequently as a teaching tool to present real life banking experiences in the classroom.

The Economics of Sustainability = WCOB 399t 3 semester credits (45 lecture hours) Economic concepts and theories for analyzing sustainable development and practices from business, government and nonprofit organizations. learn how economics is irrevocably linked to the natural environment and our social institutions. Study market and non-market values for environmental and social services, approaches to measure national progress toward sustainable development, causes and potential solutions to environmental and social degradation, roles of the business, government and nonprofit sectors in fostering sustainability, and the emerging field of ecological economics. cross-listed to Sustainable Development (global Studies)

The European Union = ECON 399t 3 semester credits (45 lecture hours) This course introduces students to the theory, history, politics and institutions of the European Union, which plays an increasingly significant role both internationally and domestically for European countries. The following topics will receive the most attention: the European commission, the council, the European Parliament, judicial politics, the Single Market, common agricultural Policy, Economic and Monetary Union and Foreign and Security Policy. In the second part of the course particular focus will be given to 1) Italy as a member state of the EU and; 2) the relationship between the United States and the European Union (the so-called 'transatlantic relationship'). An optional field trip is offered to Brussels (EU Institutions and Nato) and the Hague (International court of Justice)

The Global Economy: History and Evolution = ECON 399t Pre-requisite: *Introduction to Economics (Micro and/or Macro)* 3 semester credits (45 lecture hours) this course is divided into two sections. Section 1 will give an overview of the global economy evolution throughout the past five centuries. this

section will discuss the emergence of the New World Economy and examine the integration of product, labor and capital markets. Section 2, using micro and macroeconomic analysis tools, will look at the catalysts for and obstructers of market integration, and the impact of globalization on the economy and welfare of nations. topics discussed will include: the role of international institutions such as the IMF and Wto, the impact of changing economic environments on competitive strategy, the emerging trade blocs (European Union, NaFta), the fluctuation of exchange rates, and the emergence of new markets.

Microeconomics = ECON 3033 This course investigates the economic forces behind pricing and production decisions, wages, labor market structure and distribution of income. The emphasis will be on the contemporary economic institutions of EU countries (in comparison with those of North America) and the application of microeconomic theory to current economic problems.

Macroeconomics = ECON 3133 3 semester credits (45 lecture hours) this course presents an analysis of contemporary economic institutions and the application of macro-economic theory to current economic problems. the emphasis will be on the countries of the European Union (with comparative reference to North America). the course will give a broad but detailed overview of economic theories for determining national income, governmental monetary and fiscal policy, the role of money and the banking system, international trade and the determination of foreign exchange rates.

International Management = MGMT 4583 *Pre-requisite: Introduction to Management or equivalent.* 3 semester credits (45 lecture hours) this course is geared towards students interested in international business ventures and partnerships. Management, leadership, human resource management, organizational skills and strategy will all be analyzed from a cross-cultural business perspective. the class will focus on strategies adapting managerial skills across cultures. guest lecturers and on-site visits to international business ventures form an integral part of the course.

Business Strategy = MGMT 399t 3 semester credits (45 lecture hours) this course introduces the concept of business strategy on both internal and international levels. covered topics include economic and market analysis, market entry, contracting with intermediaries, investment, strategic alliances, and internal organization of businesses. Students will be expected to simulate individual strategies based on case studies.

Ethics in Business = MGMT 4243 BU ER EB 400 Ethics in Business 3 semester credits (45 lecture hours) This course focuses on the role and significance of ethics in commerce and entrepreneurship, the role of business in society and the nature of corporate responsibility. The question of how ethics can redirect and humanize the economy through values of democracy and the practice of corporate responsibility versus the impact of unregulated "laissezfaire" capitalism will be analyzed in the context of the present global economic situation.

Greenmapping Family Run Business in Italy = MGMT 399t 3 semester credits (45 lecture hours) this unique course offers the dynamic opportunity to greenmap the family run businesses on the Italian landscape. the greenmapping concept, that is the geographic tool used as a social collaborative to raise awareness of particular issues, will enable students to not only analyze the family initiative and

entrepreneurial strategies (whether on a small, large, artigianal, or industrial level) but to track similarities, divergences, and development evidenced on a larger scale by geographical coordinates.

Human Resource Management = MGMT 399t the purpose of this course is to provide an overview of human resources management, with particular emphasis in human resource planning and strategy, personnel selection, equal employment opportunity, training, performance appraisal, compensation, and contemporary issues. the course has been developed for the those whose job requires managing people in a global environment according to the traditional HR. topics covered include: human resource planning, job analysis, recruitment, personnel selection, performance, employee turnover, the importance of HR in an industry like the hospitality sector, ethics and practices within personnel,

International Marketing = MKTG 4633 *Pre-requisite: Intro to Marketing or equivalent.* 3 semester credits (45 lecture hours) this course expands on the main principles of marketing by exploring the strategic implications of marketing in different countries and cultures; identifying specific marketing techniques and modifications necessary to accommodate cultural differences. topics include: global marketing, marketing planning, segmentation, culture and business customs, political and legal factors and restraints, economical and technological development and the international monetary system.

Fashion Marketing = MKTG 399t 3 semester credits (45 lecture hours) this course is an introduction to marketing and merchandising concepts in fashion retail, with an emphasis on the apparel and accessory industry in Italy. Students learn terminology specific to the field and how to forecast trends. other topics include: visual merchandising, planning, advertising, roles and components of the primary and secondary markets, different forms of in-store and non-store retail, consumer behavior and profiles, information systems, store location and design, and assessing the quality/cost equation of products. on-site visits to fashion retailers, buyers and trade fairs in Florence and Milan are an integral part of this course.

Strategic Luxury Brand Management = MKTG 399t Covers the organization of activities related to the introduction, promotion, and optimization of brands that distinguish themselves from competitors. Examined issues will cover brand equity, business and marketing strategies, conducting market and consumer satisfaction surveys, product development, optimizing management of existing products, brand expansion, and optimizing the marketing mix. Prerequisites: Introduction to Marketing or equivalent.

E-Marketing for Hospitality Industry = MKTG 399t 3 semester credits (45 lecture hours) an in-depth study of Internet Web site hosting for tourism managers, including a detailed examination of the current practices of on-line tourism marketing and tourism destination management systems. covered topics include advanced course investigating sales tactics and procedures used in hospitality sales environment, the practical application role plays and skills practice, and planning and managing e-commerce for hospitality global distribution systems including major opportunities, limitations, issues and risks from managerial perspectives Prerequisite: Hospitality Marketing or equivalent

The Marketing Mix: Product, Price, Place and Promotion = MKTG 399t 3 semester credits (45 lecture hours) this course discusses and analyzes major marketing themes and concepts. the course will focus

on the influences a marketing plan has on product definition (market of reference and segment analysis), on Price, on Place (distribution channels) and on Promotion. topics include: introduction to marketing, marketing planning, product concepts and product management, segmentation, targeting and positioning, consumer buying behavior, promotional activities, channels of distribution and pricing concepts. the course will also discuss a valid approach to the marketing process: analysis, planning, implementation, and control of programs designed to bring about desired exchanges with target markets for the purpose of achieving organizational objectives

Introduction to Web Design = ISYS 399t 3 semester credits (45 lecture hours) this lab-based course trains students to develop effective graphic design interfaces for the Web. Students will be introduced to new software and technical information for maps, hot spots, links and site management. additional topics include: search engines, on-line services and Web development.

Advanced Web Design = ISYS 399t *Pre-requisite: Introduction to Web Design* this course assumes students have a solid background in HTML and CSS. the course builds on that foundation a basic level of knowledge of client-side programming, server-side programming, and data access required for E-commerce web sites. Students are introduced to JavaScript to to make websites dynamic on the client-side. after a brief introduction of XMI, a review of basic database concepts, and SQL, server-side scripting is discussed in general terms so students understand what is required to collect information from HTML forms. a basic ASP application is built in order to demonstrate. Students gain a basic understanding of what is involved in building and maintaining a database-driven, E-commerce website. the course finishes with a brief look at SVG (Structured Vector graphics) and Flash.