



LdM

The Italian
International
Institute

Lorenzo de' Medici

Florence

Students at the LdM Florence campus have access to the school's greatest resource: the city of Florence itself. LdM students have the opportunity to intern for Italy's best museums, cultural and archeological associations and world renowned fashion houses, networking with some of the most important people in the city, the country and the world.

Principles of Macroeconomics (BUS 180F) = ECON 2013 Economics is the study of choice under conditions of scarcity: the resources needed to produce goods and services are limited compared to human desires. Economics is divided into two major areas. Microeconomics studies the choices of consumers, firms, and governments, and describes the working of markets. Macroeconomics studies the behavior of the entire economy. It explains phenomena like growth, business cycle, inflation and unemployment. This course is an introduction to economics. The basic principles of economics will be presented and applied in order to explain some features of the modern economy

PRINCIPLES OF MICROECONOMICS (BUS 178 F) = ECON 2023 Economic analysis is one of the most useful tools for understanding social phenomena. Principles of Microeconomics introduces students to the bases of economic ways of thinking. Economic theory is explained through the study of the methods of analysis, assumptions and theories about how firms and individuals behave and how markets work. The course is a necessary basis for students wishing to continue the study of economics and business in their academic careers and is also useful for students in applied social sciences. The teaching includes the extensive use of case studies and policy issues which will be open to discussion with students.

Economics of the European Union BUS 315F = ECON 399t As the economic significance of the EU and its role at a world level have increased, and as the integration of the economies of the EU members has advanced, so the need for sustained study of the development and impact of this new economic reality has grown. The basic objective of this course is the examination of the economic foundations of the European Union. The course starts with an in-depth analysis of the historical evolution of European integration and it then moves to the examination of its economic aspects. The course is structured as follows: From the EEC to the EU (historical evolution), the expansion of the EU into eastern Europe, the economic aspects of EC law within specific areas of EC law and policy (such as competition policy, agricultural policy, etc.), the European Monetary system (from the ECU to the euro) and finally the external relationships of the EU. This course is particularly designed for students majoring in International Business, Marketing, Political Science, International Politics, Geopolitics, International Relations and European Union Law. Note: students shall be familiar with advanced topics in mathematics

Introduction to Marketing BUS 150F = MKTG 3433 Marketing is a dynamic and an exciting field, a key tool in confronting the challenges that enterprises are facing every day. The purpose of this course is to introduce marketing principles and concepts. In this course students will learn about the "real" nature and scope of marketing management . They will be introduced to aspects of marketing, such as: Marketing Strategy, 4 P's, Market Planning, Retailing and Wholesaling, Target Marketing, Market Segmentation, Services Marketing. You will also learn about the strategic importance of marketing to an enterprise, whether it be a profit oriented business firm or non-profit organization.

INTRODUCTION TO INTERNATIONAL MARKETING (BUS 220 F) = MKTG 399t International competition makes international marketing one of the most critical skills for business survival. In their continuing quest for new ways to establish and maintain their competitiveness, many firms are recognizing the advantages of operating in an international market. These benefits include sourcing materials, capital, labor and expertise, relocating manufacturing, and distributing product and services to new markets. While there are many benefits, each company must identify the potentially huge risks taken when operating overseas and the uninformed company may suffer tremendous set-backs before realizing any benefits. This course is an introduction to the complexities and implications of foreign markets. Emphasis is on the various economic, social and cultural factors that impact on international marketing, the 4 Ps (product, price, places of distribution and promotion) and how these aspects of marketing are influenced by international business environment.

GLOBAL MARKETING MANAGEMENT (BUS 370 F) = MKTG 4633 What is international marketing? Basically, the marketing process may be defined as follows: analysis, planning, implementation, and control of programs designed to bring about desired exchanges with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organization's offering in terms of the target market's needs and desires and on using effective pricing, communication and distribution to inform, motivate and service the market. The course focuses on developing the necessary skills to manage this process effectively, with the objective of creating value for the customer and the firm. We all know that world trade has assumed an importance hitherto unknown to the global community. This means that the modern marketer or manager cannot manage his business without looking at the global arena where economic transactions take place. Even if a marketer decides to confine his own business within the national borders, the nature of modern economics, which is a global one, influences in any case his decisions. In past centuries, trade was conducted internationally but never before did it have the broad and simultaneous impact on nations, firms, and individuals that it has today. Within three decades, world trade has expanded from \$200 billion to almost \$ 7 trillion. Moreover, trade growth on a global level has consistently outperformed the growth of domestic economies in the past new decades. As a result, many new countries and firms have found it highly desirable to become major participants in international marketing. This is the reason why we study international marketing, and why the outline of the course goes from the analysis of the common strategies to sell a product, to the analysis of the most important economies in which one international firm competes against others.

WINE BUSINESS AND MARKETING (BUS 252 F) = MKTG 399t This course explores the business and marketing of wine, with special focus on U.S. markets. Wine trade and consumption in the US have constantly 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 entire US population. Italian wine, counting for 30% of U.S. wine imports, is 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 of the wine trade such as importers, distributors, wholesalers, retailers, while helping to create new professional figures such as wine writers, wine club managers, and event promoters. In this course students learn skills that help equip them to take on such roles. 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 start-up or marketing project.

INTEGRATED MARKETING COMMUNICATION (BUS 262 F) = MKTG 4333 Marketing communication is one of the most exciting and stimulating areas in modern marketing. Its importance has grown dramatically in the recent decades. The means through which we communicate all around the world have been affected by the new technological advances. These advances, for instance the Internet, have enabled and eased interaction on a global scale. Therefore, marketers are looking for new means of communication that can better gain the attention of customers. This course will examine the theory and techniques applicable today to all the major marketing communication functions: ads, direct marketing, sales promotion, public relations, personal selling and the Internet. It will allow students to research and evaluate a company's marketing and promotional situation and use this information in developing effective communication strategies and programs.

Brand Management and Promotion (BUS 425 F) = MKTG 499t Companies selling products or services come and go and only few survive the economy's ups and downs. Knowing how to strategically position a brand and maintain the company's image are only two of the aspects students will learn that are vital to keeping their brand in the news. The course will further discuss: private, store and national brand labels, core benefit proposition, luxury and global brand management, development, and extension, as well as franchising, licensing, patents, trademarks and copyright. Although focused on fashion the course has applicability to many other product and service sectors.

EVENT PLANNING (BUS 293 F) = MKTG 399t This course introduces students to special event planning processes and techniques. Emphasis is on creating, organizing, identifying sponsors for, marketing and implementing large-scale community events, as well as show rooms and trade shows to photoshoots and fashion shows. We will explore this very detail-oriented field as it deals with vendors, contracts, fundraising, budgeting, ethics, and other aspects. Students will research product, competition and target market to determine best possible exposure and success. As part of the course students may organize a real event in interdisciplinary collaboration with other departments (Graphic Design, Jewelry Design, Photography and/or Interior Design). Event planning is an exciting, lucrative and interesting career choice. Event management is one of the few sectors that remain a solid business sector, even in times of financial and economical crisis. Events are always requested and therefore always need to be planned. Really skilled event managers are few and hard to find

E-COMMERCE (BUS 285 F) = MKTG 399t Today, the Internet has become a fundamental tool to facilitate business on a global basis for both consumer and business markets. Its growth rate far exceeds other types of innovation and is currently revolutionizing the marketing techniques of virtually every industry. This course is designed as an introduction to the rapidly evolving world of Internet marketing. The opportunities, problems, tactics and strategies associated with incorporating electronic methods into marketing activities are examined. Topics to be covered include: Internet technologies; current issues and applications of the Internet; E-business/E-marketing models; online consumer behavior; segmentation and

targeting; positioning and differentiation; marketing mixes of 4Ps in the Internet environment; how the Internet can facilitate the application of CRM; the E-business/E-marketing performance matrix

Marketing Internship BUS 362F = MKTG 399t This course provides practical, professional experience in the field of Marketing at a distinctive Italian placement site. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. NOTE: Placement opportunities are limited and subject to change. Students who enroll must submit supporting documentation during the registration process, and acceptance is conditional upon result of an onsite interview during the first week of the term. Fluency in Italian may be advantageous.

HUMAN RESOURCES MANAGEMENT (BUS 260 F) = MGMT 399t The course explores the Human Resource Management function in a corporate setting and focuses on the development of knowledge and skills that all managers and leaders need. Students learn the basic principles of designing and operating business organizations, from developing their mission, vision and strategy to their key organizational features and processes. Students face issues of managing people in organizations, including hierarchy, leadership, and communication; systems of reward and recognition; and personnel (from recruitment to training and development). Some attention is given to the expanding role of corporations in dealing with social problems and issues. The course trains students to build skills relevant to leadership and management. These include public speaking and presenting, conflict resolution, teamwork, and business project management. Class content is delivered through lectures, group discussions, practical and experiential exercises, and case studies. Therefore, students in this course will gain an understanding of the HR dimension within organizations, and will develop some of the skills to become effective HR managers, intended as a facilitator of processes and an enabler of professional well-being.

GLOBAL BUSINESS AND SOCIETY (BUS 282 F) = MGMT 4583 This course explores challenges facing modern corporations in organizing cross border activities. Specifically, it appraises the main economic theories of determinants of international business activities, and it offers a global perspective on long-term change in the world economy and the interaction between countries. Special attention is focused on the dynamics of international trade and investments including the relationship between trade and economic growth, trade imbalances and protectionism. The course also looks at the role of economic and political institutions (WTO, IMF, etc.) and examines the main characteristics of the emerging economies, for instance India and China. Themes include competition, development, exchange rate theory, the international monetary system, ethics, decision-making, and strategic operations in an international environment. Finally, the course examines a variety of alternative perspectives on the origins and processes of globalization.

International Work Regulation BUS 280F = MGMT 399t The course provides an introduction to the theory and practice of contemporary labor economics with a particular attention to human resources topics. The main objectives of the course are: to provide the students with a complete understanding of the basic microeconomic foundations of labor economics, and secondly, to present a survey of the main topics in human resources economics. The first part of the course will be devoted to the economic theory of the labor market. Labor supply, determinants of firms' labor demand, and labor market equilibrium. The first half of the course will also give students an understanding of labor-market institutions and

government policies that regulate the labor market. The second part of the course presents a survey of the most relevant issues in human resources economics, including: wage determinants and investment in human capital, on the job training, discrimination, theory of contracts and incentives. The course conclusion is a comparative presentation of European and US model of social protection.

Government and Business BUS 333F = MGMT 399t This course introduces students to one of the most important relationships in modern societies, that between business and government. It examines what each side hopes to achieve, exploring questions that are both empirical (observable situation) and normative (legislative limits). Corporations and governments are among the most powerful actors in our societies; most resources are allocated through markets, firms, or states. Managing this relationship is one of the greatest challenges facing today's policy makers because inadequate controls on business may lead to social ills such as pollution, unsafe working conditions, fraud, and financial instability, yet excessive or inappropriate controls on business may lead to reductions in competitiveness, investment, employment, and economic growth. In the first part of the course we will characterize the interrelationship of democratic government, politics and business in both the US and Europe. We will also examine corporate activities in the political arena including the impact of corporations on the policy-making process. The second part of the course centers on accountability at the national and international levels. We will investigate a series of key issues concerning the evolving relationship between business and government in the global economy, such as the nature of multinational corporations, the particular problems of developing countries, and the potential contribution of international civil society to business regulation and global governance. Students will consider the theme of globalization, and the challenges posed by corporations to democracy and to state sovereignty. In this course we will consider some of the most crucial issues facing government and business today — including whether economic globalization threatens national sovereignty; the place of public opinion, unions, and other advocacy groups in government/business relations; and the best way to improve the accountability of multinationals.

CROSSCULTURAL COMMUNICATION IN THE WORKPLACE (BUS 270 F) = WCOB 399t People from more than one culture increasingly have to work together, work side by side, or collaborate on international projects, both at home and abroad. How easy is it to step outside our own cultural expectations? This is an intercultural communication course aimed specifically at understanding intercultural interactions in business or in the workplace from both theoretical and practical standpoints. On a practical level, this course will involve the students' active participation in role play exercises, and will give practical advice on predicting and managing intercultural misunderstandings both in the workplace and in more informal social settings. Business practises in different countries, in particular Italy and the USA, and individual case studies will be assessed and discussed according to these frameworks. Students will investigate and observe Italian working practices while they are here in Italy as a means to exploring cross-cultural differences, using Italy and Florence and their own personal experiences back home as a source of raw data on which to apply the concepts learnt in class.

WORKPLACE PSYCHOLOGY: BUILDING EFFECTIVE MANAGERS (BUS 302 F) = WCOB 399t The course examines organizational issues - such as stress, conflict, discrimination, and others - through the social lenses of psychology. The course is a journey through the science of the psyche that will open windows of understanding beyond managerial perspectives. An organization is strategy, marketing, planning, budgeting, and at its very core, it is human. This is the element the course will focus on: the human psychology of an organization. The course leads students to consider approaches that

develop the individual with the objective of improving and helping to grow the organization as a whole. In other words, the course connects individual strategy and well-being with those of organizations and the wider society. Through lectures, experiential exercises, readings and reflections, and teamwork, students will gain a thorough understanding of individual behavior, group functioning, and organizational processes and dynamics. The first part of the course focuses on the individual and teams. Only when one gains awareness about who one is can one effectively work and grow with others. The second part of the course will venture into specific themes: the importance of conflict, the impact of technology, the unavoidable certainty of uncertainty, and substance abuse within an organization. Ultimately, the course enables students to move between themes with critical acumen and creativity, seeking realistic and implementable solutions to real problems.

SOCIOLOGY OF CONSUMERISM (BUS 303 F) = WCOB 399t The course will focus on the rise and development of consumer cultures. The aim is to study and to apply interdisciplinary theoretical approaches to the study of consumer society now and in the past. The course will explore key substantive themes in the history and sociology of consumption, including the following: 1) an overview of developments in the different theories of consumer culture; 2) the rise of commercial society, the relation between freedom of choice and the power of commercial systems, models of consumer psychology and behavior, the nature of selves and identities in a post-traditional world, prosperity and progress; 3) the way class, gender, ethnicity and age affect the nature of our participation in consumer culture; 4) the evolution of capitalism to the present day, as well as the history of commodities in a number of different settings (advertising, food and drink, fashion and clothes); 5) the social, cultural and economic context of specific consumer groups, as well as case studies of specific commodities.

ROME

Rome is a city with an unparalleled history and a magnificent cultural diversity. Students at LdM Rome are in a unique position to experience Italian culture and life while immersed in a vibrant city setting. With its world-famous artistic and archeological heritage, Rome offers the study abroad student myriad cultural events throughout the year

European Policies and Law BUS 263R = BLAW 399t This course focuses on the process of European integration and the evolution of the European Union by exploring the ideas and political practices that underlie this institution. The course will explore the potential of an emerging political entity that would at a minimum be an economic super power. The associated debate over what it means to be a 'European' also raises important issues of political culture and national identity. This course will be divided into two parts: a first, institutional, part will emphasis economic aspects, institutions, policies and legislation of the European Community, the internal market, the ESCB, the ECB and the euro. A second part, focused on some parts of the Treaty, will give students specific insights into commercial policies, and particular emphasis will be given to transport policy: freedom of movement, competition, taxation and approximation of laws. The last part of the course is focused on investigating the transformations that the transport framework has experienced under EU rule. Since its foundation in 1957, the European Union has developed its scope mostly in the commercial domain, with acceleration from the end of the 20th Century, with completion of a Common Market and of the Monetary Union. Within this framework, transport has been deeply affected by Community action, as an effect of implementation of both freedom

of services and opening of transport markets. This part of the course is aimed at providing a general outlook of EU developments in commercial policies and a more in-depth analysis of rules on competition and harmonization of domestic legal and administrative legislation.

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Introduction to International Marketing BUS 220R = MKTG 399t International competition makes international marketing one of the most critical skills for business survival. In their continuing quest for new ways to establish and maintain their competitiveness, many firms are recognizing the advantages of operating in an international market. These benefits includes sourcing materials, capital, labor and expertise, relocating manufacturing, and distributing product and services to new markets. While there are many benefits, each company must identify the potentially huge risks taken when operating overseas and the uninformed company may suffer tremendous set backs before realizing any benefits. This course is an introduction to the complexities and implications of foreign markets. Emphasis is on the various economic, social and cultural factors that impact on international marketing, the 4 Ps (product, price, places of distribution and promotion) and how these aspects of marketing are influenced by international business environment.

WINE BUSINESS AND MARKETING (BUS 252 F) = MKTG 399t This course explores the business and marketing of wine, with special focus on U.S. markets. Wine trade and consumption in the US have constantly 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 entire US population. Italian wine, counting for 30% of U.S. wine imports, is 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 of the wine trade such as importers, distributors, wholesalers, retailers, while helping to create new professional figures such as wine writers, wine club managers, and event promoters. In this course students learn skills that help equip them to take on such roles. 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 start-up or marketing project.

Advanced International Marketing BUS 390R = MKTG 499t The course aims to give to the students an in depth understanding of the international marketing environment and of the different strategies used by the firms to face a complex scenario. The subject matter of the two modules in International marketing and International strategy are combined to provide an in-depth study of these two fields. The advanced module goes further in extending the reach of this combined subject matter. These modules will provide students with an understanding of how Corporate and Business Strategy fits into the organization and running of a company or multi-company corporation and will introduce students to the way in which a firm can achieve sustainable competitive advantage and develop the corporation internationally. They will

also enable students to develop an advanced understanding of the managerial marketing vocabulary of concepts, maxims and normative models within an international context drawing on issues in differing domains of practice including the public sector. Note: Business courses are offered in partnership with the School of Management, Marist College, which is AACSB accredited.

Marketing Internship BUS 362F = MKTG 399t This course provides practical, professional experience in the field of Marketing at a distinctive Italian placement site. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. NOTE: Placement opportunities are limited and subject to change. Students who enroll must submit supporting documentation during the registration process, and acceptance is conditional upon result of an onsite interview during the first week of the term. Fluency in Italian may be advantageous.

Approaches to Management BUS 320R = MGMT 199t This course focuses on the assessment, analysis, and application of management style to personal and organizational effectiveness. The objective is to present operationally defined methods for assessing management style. The key variables are motive patterns, psychological types (MBTI), boss-subordinate interactions, power bases, and problem-solving styles. NOTE: Business courses are offered in partnership with the School of Management, Marist College, which is AACSB accredited.

Human Resources Management BUS 260R = MGMT 399t The course explores the Human Resource Management function in a corporate setting and focuses on the development of knowledge and skills that all managers and leaders need. Students learn the basic principles of designing and operating business organizations, from developing their mission, vision and strategy to their key organizational features and processes. Students face issues of managing people in organizations, including hierarchy, leadership, and communication; systems of reward and recognition; and personnel (from recruitment to training and development). Some attention is given to the expanding role of corporations in dealing with social problems and issues. The course trains students to build skills relevant to leadership and management. These include public speaking and presenting, conflict resolution, teamworking, and business project management. Class content is delivered through lectures, group discussions, practical and experiential exercises, and case studies.

International Project Management and Fundraising BUS 325R = MGMT 399t This course seeks to give students a basic skill set, which will enable them to successfully develop and implement any international cooperation projects without succumbing to mismanagement and to budgetary shortcomings. The course offers an introduction to key considerations in the implementation of international cooperation projects and in particular to the basic principals of modern project cycle management, including such themes as fundraising, campaigning and budgeting. Particular attention will be paid to the understanding of fundraising, including identifying fundraising needs and goals; designing a viable campaign; creative fundraising activities; and grant writing. The emphasis of the course is on the world of non-profit organizations but some attention is also devoted to the for-profit dimension and to elements of international business which are common to both. Guest speakers may be invited to share their experiences in managing projects and fundraising for such organizations as UNICEF and FAO.

Global Business and Society BUS 282R = MGMT 4583 This course explores challenges facing modern corporations in organizing cross border activities. Specifically, it appraises the main economic theories of determinants of international business activities, and it offers a global perspective on long-term change in the world economy and the interaction between countries. Special attention is focused on the dynamics of international trade and investment, including the relationship between trade and economic growth, trade imbalances and protectionism. The course also looks at the role of economic and political institutions (WTO, IMF, etc.) and examines the main characteristics of the emerging economies, for instance India and China. Themes include competition, development, exchange rate theory, the international monetary system, ethics, decision-making, and strategic operations in an international environment. Finally, the course examines a variety of alternative perspectives on the origins and processes of globalization. NOTE: Business courses are offered in partnership with the School of Management, Marist College, which is AACSB accredited.

Supply Chain Management in the Mediterranean Basin BUS 265R = TLOG 399t Supply chain management is a relatively new area of study in the management discipline. The supply chain could be defined, as Christopher does, as "the network of organizations that are involved ... in the different processes and activities that produce value in the form of products and services in the hands of the ultimate consumer." Thus supply chain management is concerned with the total flow of goods and services: from original inputs to final consumption. This implies that supply chain management is concerned with the concept of total integration, linkage and coordination of all entities involved in moving a product or service downstream to the final user. Supply chain management advocates a cooperative approach with channel partners. More and more companies are realizing that the real competition is not company against company but rather supply chain against supply chain. Such an approach makes the supply chain as a whole more competitive through the value it adds and the costs that it reduces overall.

THE GLOBAL ECONOMY (BUS 295 R) = ECON 399t In the age of globalization both domestic and foreign economic policies play an important role in determining firms' strategies. Understanding such policies (at national and international levels) is an essential part of the cultural background of managers at all levels of a firm. At the same time, market choices have a greater impact on economic policymaking in a global economy, as the range of alternatives open to them expands. The course focuses on analyzing both sides of this relationship. Special emphasis is placed on current issues: in policymaking on the basis of social choice principles and the normative and positive theory of economic policy; and issues concerning the establishment of international public institutions that can match the global reach of private institutions that generate many of today's economic challenges. The emphasis of the course will be in providing students with sound theoretical and empirical foundations for analyzing strategic behavior by firms and the implications for industrial structure, welfare and regulation. Applications will focus on recent developments in online markets, markets for digital products, and network industries – covering issues such as intellectual property rights, the Microsoft case, and access pricing in networks. Specifically, the course provides a spatial understanding of the global economy through different steps: 1) concepts and processes, 2) actors and 3) current crisis.

Economic Geography of the Mediterranean Region BUS 308R = ECON 399t The Mediterranean region is an important "macro-space" both economically and politically. Even if its importance has been broadly recognized, there is a lack of systematic studies about it. In fact, the Mediterranean region is a

very complex space in which it is possible to acknowledge, on the one hand, the real potential of its economic development, but also, on the other, the existence of many imbalances among the regions of which it is composed. This course analyses the Mediterranean socioeconomic dynamic, examining such issues as flows of goods, capitals and people, and the different production systems which characterize the Mediterranean sub-regions (Southern Europe, Western Balkan, Middle East, Mashrak, Persian Gulf and Maghreb). Similarities, contrasts and parallels will be drawn in the comparative study of these sub-regions. The course will also take into account the external influences of the European Union, USA, Russia and China, that impact on the region in different ways.

Business Internship BUS 363R = WCOB 399t This course provides practical, professional experience in the field of Business at a distinctive Italian placement site. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. NOTE: Placement opportunities are limited and subject to change. Students who enroll must submit supporting documentation during the registration process, and acceptance is conditional upon result of an onsite interview during the first week of the term. Fluency in Italian may be advantageous.