GLOBALIZATION AND INTERNATIONAL TRENDS IN BUSINESS AND SOCIETY

DBLN BUSN 3310 International Marketing
This course is designed to enable students to develop and enhance their analysis, evaluation, and management of products and services from an international perspective, and reflects on the international marketing strategies of multinational and indigenous companies.

DBLN BUSN 3326 International Human Resource Management
This course covers the influence of cross-cultural issues on organizations, and examines factors involved in selecting and managing an international workforce. Industrial relations and labor laws are evaluated from the perspective of managing an international organization, and address key issues such as employee training and development, expatriation/repatriation, and compensation issues.

DBLN BUSN 3330 E-Business
This course is designed to give a thorough understanding of a wide range of factors relating to the utilization of electronic channels. The course is specifically focused on marketing and its content is intended to be as non-technical as possible, considering the relative technical area of some aspects of this topic. There is an emphasis on documentation of systems and requirements.

DBLN BUSN 3334 International Business Environment
This course is designed to consolidate students’ understanding of the dynamic environment in which international businesses operate today. It focuses on the nature and importance of international political, economic, socio-cultural, technological, legal, and environmental factors to businesses.

CAPA-LED COURSES

DBLN FILM 3313 Cinema in Contemporary Ireland
This course provides a perspective on the history of Irish cinema, the contemporary experience, and focuses on films produced since the 1980s. The course furthermore examines the evolution of Ireland on film and the development of cinematic forms, styles, and genres in light of the supposed emergence of a multicultural and liberal-minded society.

DBLN IRISH 1101/CULT 2310 Irish Language and Culture
The aim of this course is to provide students with a unique insight into Irish culture through the Irish language. Students learn basic Irish language skills and explore the many areas of Irish culture and society that foster and promote the language. An introductory survey of Gaelic culture is integrated into each language class in order to discover the integral part the Irish language plays and has played in broader cultural movements and trends, and to assess the broader application of the language in Irish society.

DBLN LTP 3347 Learning Through Internships: Dublin (3 credits)

DBLN LTP 3348 Learning Through Internships: Dublin (6 credits)
This course is a forum for students to contextualize and discuss the wider significance of internship activities, therefore, a variety of teaching and learning activities will be used, including lecture, discussion, presentations, and workshops. Above all, the classroom sessions give students the unique opportunity to listen to individual experience, compare and contrast activities with others, and consider the experience in terms of personal development. This course is taken in conjunction with an internship placement for 3 or 6 credits (15 or 20 hours/week at the internship site).

DBLN URBS 3345 Analyzing and Exploring the Global City: Dublin
This interdisciplinary course focuses on the physical, socio-economic, political, and cultural development of Dublin through space and time. Before students explore the city chronologically, they examine ancient Ireland’s globality in terms of its educational and religious influences, particularly on mainland Europe.

THE FLORENCE EXPERIENCE

Ciao Firenze, and welcome to one of the most unique cities in the world, where history quietly enchants you as you walk through the narrow streets on your way to the CAPA Florence Center. As the cradle of the Renaissance, Florence steered Europe out of the Middle Ages and into the Modern Era, securing its position as a globally impactful city. As a CAPA Florence student, you see the new contrasting with the old in the smallest details of everyday life — in the mini car parked next to the iconic Duomo, or the peddlers selling miniatures of Michelangelo’s David statue to tourists outside the Galleria Accademia.

Yet you notice that Florence can also be quintessentially Italian, as you sip espresso and eat a pastry at a café, or cheer on your neighborhood calcio team in Italian with locals. As you watch the sunset from atop the Fiesole Hills, you realize Florence is even more than you had hoped for: a global city with rich history, Italian charm, and opportunities for learning around every corner.
THE FLORENCE PROGRAM

The CAPA Florence Global Cities program brings you the best the city has to offer. Regardless of your major, our academic courses keep you on track while you soak up regional history and culture through our MyEducation activities. The semester and six-week summer programs have Italian language courses in a range of levels, as well as a variety of contextual and fine arts courses taught in English. Housing is offered in student apartments throughout the city, as well as homestays, where you can live with locals and experience real Italian cooking. Excursions to nearby Siena and San Gimignano offer the opportunity to explore other parts of Tuscany. For qualified students of Italian, CAPA also arranges internships and Italian-taught courses at the University of Florence as part of the Advanced Italian Track, described on pages 43-46.

PROGRAM INCLUSIONS

- Tuition and fees
- Optional internship (language pre-requisite)
- Housing in an apartment or homestay with breakfast and dinner
- Local bus pass
- Arrival and departure receptions, mid-term reception for semesters
- MyEducation events
- Full-day excursion to Siena and San Gimignano
- Florence museum pass
- Access to the library at the British Institute
- Pre-departure support and arrival orientation
- 24-hour emergency support
- Comprehensive insurance

HIGHLIGHTED MyEDUCATION EVENTS

MyEducation events provide you with a rich menu of ways to explore the diversity of cosmopolitan Florence. Events are divided into the following themes and may include:

- Diversity, Inequality and Inclusion: Guest lectures on immigrant communities in Florence
- Community and Welfare: Volunteer projects and teaching English to schoolchildren
- Land and Sustainable Lifestyles: Hike to the hills outside of Florence
- Art and History: Tour of the Palazzo Vecchio

FLORENCE PROGRAM HIGHLIGHT: MyEDUCATION FLORENCE

A MyEducation visit to a Modena balsamic vinegar tasting featuring Resident Director Lorenzo Coccorelli. Photo Credit: Margarita Ma

MyEDUCATION EVENT

The MyEducation trip to Modena is usually held in conjunction with a half-day visit to Bologna. Students tour Bologna with a local guide, followed by a visit to the Aceta Balsamico production facility in Modena. The Modena brand is considered one of the best in the world and is sold in the US.
FLORENCE PROGRAM LOCATION
The CAPA Florence Global Cities Program is housed in the Palazzo Galli-Bassini. The Palazzo, formerly the Palazzo Vecchio, dates from 1400 and was once owned by Filippo Vavari, rector of the University of Pisa and close friend of Lorenzo de Medici. Between 1865 and 1871, when Florence was the capital of Italy, the head office of the Agriculture and Commerce Ministry was housed here. The Palazzo is located in the Santa Croce neighborhood in the center of the traditional artisans’ quarter. The church of Santa Croce contains the tombs and monuments of many great Florentines and the surrounding streets have a lively and attractive sense of community. It is here that you will find distinctive local shops and restoration workshops where specialists continue to repair the many books and works of art damaged in the 1966 floods.

The CAPA Florence Center has fully-equipped classrooms, fine arts studios, a small library, a multifunctional media room, wireless Internet access, and a computer lab. You will also have a membership to the British Institute’s Library and Cultural Center, which gives you access to over 50,000 English language books.

FLORENCE HOUSING AND MEALS
You will live within commuting distance of the CAPA Florence Center in homestays or shared apartments. Apartments are located all over the city, and you will share with one to five other CAPA students. All apartments have one to three bedrooms, a kitchen, shared common living area, and one to two bathrooms. You can prepare your own food or eat in the many budget-friendly restaurants throughout the city.

A homestay with an Italian family is a fantastic way to engage with Italian people and improve your language skills. Located in residential areas, homestays are within commuting distance of CAPA Florence Center by bus or on foot. You will have your own room and breakfast and dinner provided by the hosts. An additional homestay supplement of $2,500 will be applied to the program fee for semester programs and $900 for summer programs.

FLORENCE PROGRAM DATES

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>ARRIVAL DATE</th>
<th>DEPARTURE DATE</th>
<th>APPLICATION DEADLINE</th>
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<tr>
<td>SPRING</td>
<td>January 10, 2014</td>
<td>April 19, 2014</td>
<td>October 12, 2013</td>
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<td>SUMMER</td>
<td>May 19, 2014</td>
<td>July 30, 2014</td>
<td>February 18, 2014</td>
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<td>September 5, 2014</td>
<td>December 13, 2014</td>
<td>June 6, 2014</td>
<td>TBA</td>
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ACADEMICS IN FLORENCE
CAPA Florence courses make the city your classroom, bringing to life the Global City in which you live and study.

Credits:
- All courses are 3 credits, except for language courses, which are 4 credits
- Spring and Fall: 12 - 18 credits (maximum of 3 for an internship)
- Summer: 6 credits

Course disciplines include:
- Anthropology
- Art History
- Creative Writing
- Economics
- Film Studies
- History
- Internships
- International Relations

Go to www.capaflorence.org for the most current listing of course descriptions, course availability by term, and downloadable syllabi.

FLOR ARTS 1103 Beginning Composition Drawing
This course introduces students to the fundamental approaches, techniques, and mediums of drawing while focusing on various aspects of the Renaissance city of Florence as subject matter.

FLOR ARTS 1104 Beginning Watercolor
This introductory course is structured to examine and apply the fundamentals of this unpredictable medium within the context of the Renaissance city of Florence.

FLOR ARTS 1105 Beginning Figurative Sculpture
Figurative sculpture is a basic studio course designed for beginners and intermediate students and explores the skills and techniques necessary to approach clay modeling.

FLOR ARTH 3318 Understanding Modern Italy: Anthropology of Contemporary Italian Society
This course is a survey of contemporary Italy from an anthropological perspective, analyzed through cultural features such as identity, social organization, gender, and immigration in Italy.

FLOR ARTH 3310 History of Italian Art from Antiquity to the Baroque
Using Florence as a classroom, this course introduces students to a broad range of painting, sculpture, and architecture from the great projects of the end of the Roman Empire to a special focus on major works of the end of the Renaissance.

FLOR ARTH 3311 Renaissance Art History
Using Florence as a classroom, this course introduces students to a broad range of painting, sculpture, and architecture from the great projects of the Middle Ages to a special focus on major works of the Renaissance period.

FLOR ARTH 3312 History of Italian Art from the Renaissance to the 20th Century
This course traces the trajectory of the history of art from the Renaissance to the early years of the 20th century avant-gardes, including discussions of the Neoclassical, Macchiaioli, and Futurist movements in Florence and Italy.

FLOR ARTH 3313 Museology: The Art of Collecting Objects
This course investigates the birth of art collections and museums from the Roman portico to the 19th century European museums. Through site visits and class lessons students learn to understand the role of museums in contemporary society.

Typical classroom at the CAPA Florence Center
FLOR ARTS 1106 Beginning Oil Painting
This introductory course is designed to examine the materials and
techniques of this versatile medium within the framework of the
Renaissance city of Florence.

FLOR ARTS 1107 Introduction to Photojournalism
This course introduces students to the use of a camera through a
development of their technical skills with a special attention to
compositional elements of an image and photography's narrative possibilities.

FLOR CWRT 3317 Writing the Global City: Florence — Reading and Creating Travel Writing
This course is a creative writing workshop keyed to exploring the
experience of traveling and living abroad in Florence in either
verse or prose texts.

FLOR ECON 3370 The Impact of Globalization on
European Markets
This course deals with the impact of globalization on the
international economy and in particular on the European markets.
Students analyze the global economy and familiarize themselves with all the interconnections that characterize the current
intriguing political and economic debate.

FLOR FILM 3316 Contemporary Italian Cinema: Contemporary Italy on the Screen
This course introduces students to contemporary Italy's major
issues like immigration, acceptance of diversity, relationships with
politics, and racism through recently released films.

FLOR HIST 3319 Political and Economic History of Europe in the 20th Century
This course offers a general survey of the history of Europe in the
20th century, focusing on major political and economic
movements and events. It also considers relevant national and
international environments.

FLOR ITAL 1101 Beginner Italian Language 1
An intensive 65-hour course designed for students with no
prior knowledge of Italian language to achieve the basics to
communicate in everyday life.

FLOR ITAL 2201 Intermediate Italian Language 1
This is an intensive 65-hour course for students who have already
taken two semesters of Italian. The goal is to develop skills in
understanding and speaking everyday Italian in different common situations.

FLOR ITAL 2202 Intermediate Italian Language 2
This is an intensive 65-hour course for students who have already
taken two semesters of Italian. The goal is to develop skills in
understanding and speaking Italian in different common situations,
but at a higher level.

FLOR LITR 3314 Contemporary Italian Literature: Self, Memory, and Expression
This course offers students an in-depth study of major 20th-century
Italian masterpieces focusing on the theme of individual and
collective memory, the rhetoric of self-expression, the question of the
role of the intellectual, and the resurgence of sociopolitical criticism
in the postwar years.

FLOR LITR 3315 Medieval and Renaissance
Italian Literature
This course focuses on great Italian masterpieces of Italian
Humanism and aims at giving a comprehensive description of The
Comedy, The Decameron, and Orlando Innamorato, as well as providing
students with the analytical tools needed to approach culturally
remote texts.

FLOR PSYC 3320 Cross-Cultural Psychology
This course introduces and explores the field of cross-cultural
psychology through a focus on Italy. Aspects of cross-cultural analysis
such as cultural influence on human behavior, attitudes, values,
communication, and societal organization from the field of cross-
cultural psychology are discussed.

FLOR URBS 3345 Analyzing and Exploring the
Global City: Florence
This course analyzes the dynamics that shape the identity and urban
landscape of Florence by applying both the notion of globalization
and the socio-cultural forces at play in an interdisciplinary
perspective and by making use of Florence as a research field.