



**The Theresa and Lawrence R. Inserra Chair in Italian and Italian American Studies
and the Italian Program**

Italian and Business



Past and Future Steps to Foster Synergies

The Italian Program and the Inserra Chair at Montclair State University foster synergies with Italian companies in the New Jersey and New York areas in order to create opportunities for students in the rich and diverse ecosystem of the Italian economy in the region and to show real-life applications of the study of the Italian language beyond the classroom, with a focus on Made in Italy.

PAST PROJECTS:

- **Business Italian Style: Videos and Articles in *La Voce di New York* (2015 & 2017)**
Students interview Italian entrepreneurs in the U.S. and learn first hand about the connection of language and culture in the professional world
- **Meeting with NJ/NY-based Italian Companies (2017)**
The Italian Program and the Inserra Chair gathered a number of Italian companies to discuss collaborative projects
- **Internships**
Students are interning with companies such as Monte dei Paschi di Siena Bank
- **Critical Made in Italy Series of Talks (2016-17)**
Scholars and CEOs (including Andrea Illy) offered a nuanced take on Made in Italy (Food and Design)

FUTURE PROJECTS:

- **New BA in Italian and Business (Fall 2018)**
A new BA will be launched to link the learning of world languages to the business world
- **Internships at the Italian Trade Agency and Choose New Jersey (Summer '17/Fall '18)**

For more information on the programs visit:
montclair.edu/inserra
or write to inserra@montclair.edu