

a.a. / certificate career programs

Career Programs are unique for their combination of in-classroom learning and practice on the field alongside professionals in the dynamic local economy of Florence, Italy.
/ Coursework and content derive their

strength from research and practice, supervised by faculty members who are respected industry professionals. / The concentrated format of career program levels allows for accelerated learning in concentrated time periods.

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**“fatti non foste a viver come bruti
ma per seguir virtute e canoscenza”**

“you were not made to live like brutes but
to follow virtue and knowledge.”

The Divine Comedy - Inferno, Canto XXV.
Dante Alighieri (1265–1321).

AUF offers 1 to 2-year Certificate Career Programs // AA Degrees for motivated students seeking to develop new skills and knowledge while *building a body of work* and *professional experience* in an *international learning environment*.

Programs are unique for their combination of *in-classroom experiential learning* and *practice in the field* within the dynamic local economy of Florence, Italy.

Coursework draws strength from *research* and *practice* under the supervision of faculty members who are respected industry professionals.

admissions

Admissions requirements vary according to the program level. Students may receive a transcript from a US Institution for all coursework taken.

applying

1

YEAR ONE

Two academic levels equivalent to a standard academic year, candidates awarded 1-Year Certificate in the area of study.

- Application form and fee
- High school diploma
- English fluency

2

YEAR TWO

Four academic levels, equivalent to two standard academic years, candidates awarded 2-Year Advanced Certificate in the area of study and Year 2 specialization.

3

YEAR THREE (Master-Level)

Culinary Arts and Baking and Pastry programs also offer a third year Master-Level Certificate.

please note all candidates may be asked to perform an entrance exam with written and practical components at the start of the term.

contact admissions@AUF-florence.org

To enroll in the second year of specialization, students must fulfill one of the following:

or **Direct Access to year 2**

Complete the coursework of the Year 1 area of studies

or **Provide proof of equivalency to the courses related to the Year 1 area of studies**

or **Complete two required courses***
(predetermined for each program prior to the Year 2 start.

Direct entrance to the third year of these programs may be requested by candidates who possess one of the following:

or **Direct Access to year 3**

Completed career coursework related to Years 1 and 2

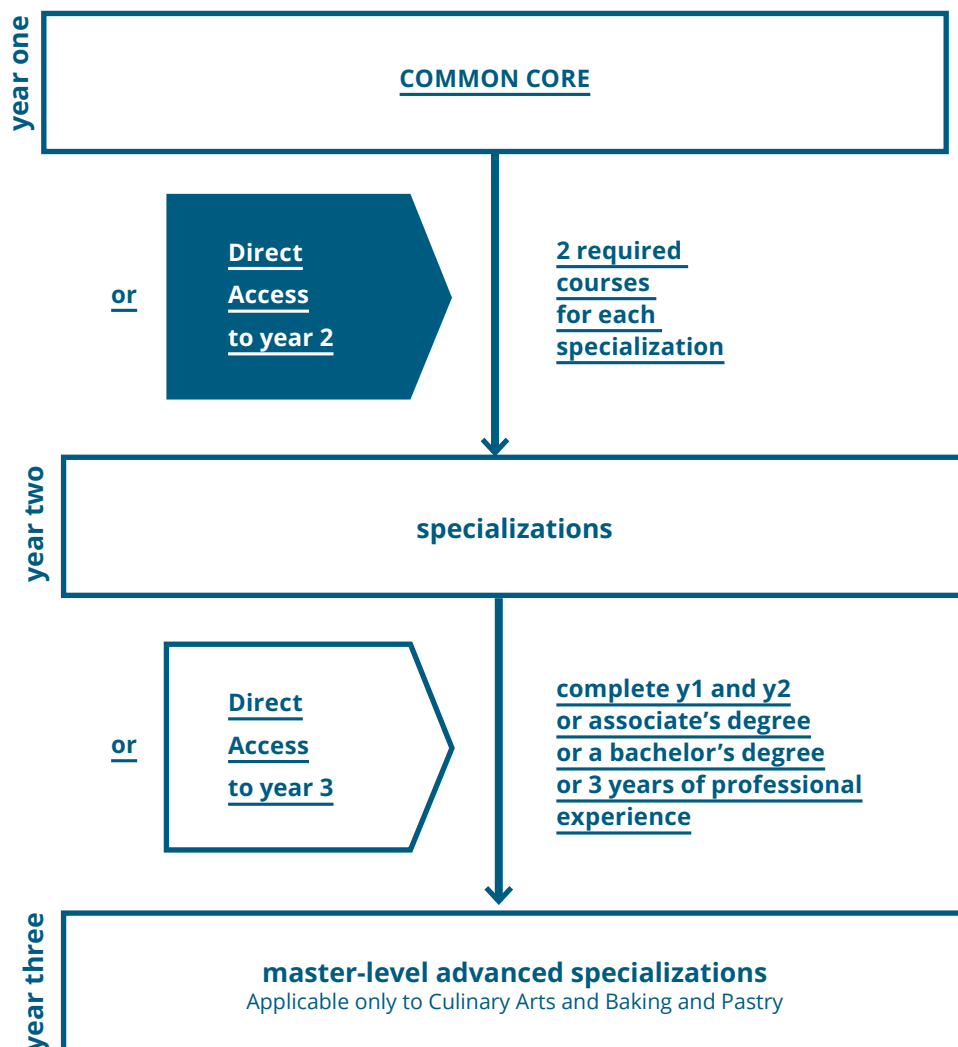
or **An associate's degree, CV and transcript submission required.**

or **A bachelor's degree, CV and transcript submission required.**

or **At least 3 years of professional experience, CV submission required.**

certificate career programs

YEAR 1	YEAR 2	YEAR 3
<u>Communication and Interactive Digital Media</u>	<u>Photography</u> <u>Visual Communication</u> <u>Publishing</u> <u>Product Design</u>	
<u>Fashion Design, Merchandising, and Media</u>	<u>Fashion Design and Technology</u> <u>Accessory Design and Technology</u> <u>Fashion Merchandising, Marketing, and Retail</u> <u>Fashion Communication, Promotion, and Media</u>	
<u>Hospitality Management</u>	<u>Hospitality Management Reception Professional (WACS)</u> <u>Special Event Management</u> <u>Spa Management</u> <u>Real Estate and Facilities Management</u>	
<u>Food, Wine, and Wellness Studies</u>	<u>Culinary Arts - Chef de Partie (WACS)</u> <u>Baking and Pastry - Chef de Partie</u> <u>Wine Studies and Enology Junior Sommelier (WACS)</u> <u>Wellness, Health, and Nutrition</u>	<u>Culinary Arts - Sous Chef (WACS)</u> <u>Baking and Pastry - Sous Chef</u>




associate's degrees

The above 2-year career programs can be taken as pathways to AUF's Associate of Arts (A.A.) degree programs. A.A. fulfillment requires the coursework described in the Certificate Career Program curricula and a minimum of 21 general education credits as listed below to complete the associate's degree. Please note that general requirements vary according to the program. Some general requirements are embedded in multiple courses. Some programs may require additional credits to complete the associate-level program of study, as defined in the individual program curriculum.

bachelor's degrees

All AA degrees are transferable to AUF 4-year bachelor's degrees.



“Let food be your medicine and
medicine be your food.”

Hippocrates

The father of medicine.

440 BC

food, wine, and wellness studies

one year certificate in:

YEAR 1

food, wine, and wellness studies

two-year advanced certificates, specializations in:

YEAR 2

- 1. culinary arts chef de partie***
- 2. baking and pastry chef de partie**
- 3. wine studies and enology junior sommelier***
- 4. wellness, health, and nutrition**

three-year master-level certificates, advanced specializations in:

YEAR 3

- 1. culinary arts sous chef***
- 2. baking and pastry sous chef**

*WACS-approved programs

overview

The program is designed to provide students with a complete educational experience in the field of gastronomy and wellness. Year 1 offers a general overview of food, wine, and wellness fundamentals applicable to the second year. Year 2 concentrations allow students to progress in the preferred area of studies and will broaden students' knowledge of Italian gastronomy and nutrition, offering a rigorous focus on techniques, direct experience, and understanding of the Mediterranean identity of the curriculum.

cemi involvement

Three creative learning labs support the learning experience of the Food, Wine, and Wellness program and its related concentration and master-level opportunities. Each lab features a distinct identity and is open to the local community, allowing for students to directly apply learning topics to real-life situations. Fedora and Sorgiva are respectively the school pastry shop and bistrò, and spa located in Palazzo Villani Stiozzi Ridolfi building location (also home to Dimora Guest Apartments) while Ganzo in the Sant'Ambrogio neighborhood hosts the school restaurant.

objectives and outcomes

specialization

culinary arts chef de partie

1 Italian culinary heritage and evolution, ingredient application to Italian and international cuisines, classic/contemporary/modernist cooking techniques, nutritionally balanced and gourmet menu composition, kitchen organization/service in a professional à la carte environment.

specialization

baking and pastry chef de partie

2 Application of pastry ingredients and techniques, Italian cultural context and classical pastry creations, Italian specialty bread/pizza production, production/decoration/storage of desserts, contemporary ingredient application, professional pastry lab environment.

specialization

wine studies and enology junior sommelier

3 Wine cultural heritage and winemaking, major wine regions and grape varieties, principles of modern viticulture and enology, professional wine appreciation/analysis/sensorial evaluation, food and wine pairing, communication and marketing skills, current markets and consumption.

specialization

wellness, health, and nutrition

4 Nutrition and wellness, balancing diets/lifestyles for athletes and non-athletes, planning nutritional menus and physical activity programs for diverse demographics, comparative analysis of dietary regimens, scientific methods for nutritional calculation in professional menus, personal training programs.

career opportunities

→ **1** Chef de parite in high-end restaurants and hotels, demi-chef de partie, recipe developer for international companies, representative/agent for specialty food distributions, kitchen and nutrition consultant, food stylist, private chef.

→ **2** Pastry chef de parite in high-end restaurants and hotels, demi-chef de partie in catering companies and commercial bakeries, pastry shop manager, recipe developer for small-medium pastry chains, pastry consultant, personal chef.

→ **3** Junior sommelier, restaurant/wine bar/wine store buyer and director, wine marketer, brand manager, vineyard and cellar assistant.

→ **4** Support assistant/specialist for nutritionists, personal trainers, rehabilitation and massage therapists, yoga instructors; multidisciplinary manager or coordinator in fitness and wellness centers; wellness consultant for the hospitality industry.



“only a life lived for others is a life
worth living.”

Albert Einstein

Quoted in the June 20, 1932
edition of *the New York Times*.

hospitality management

one year certificate in:

YEAR 1	<u>hospitality management</u>
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two-year advanced certificates, specializations in:

YEAR 2	<p><u>1. hospitality management reception professional*</u></p> <p><u>2. special event management</u></p> <p><u>3. spa management</u></p> <p><u>4. real estate and facilities management</u></p>
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*WACS-approved programs

overview

This program provides students with the skills, knowledge, and experience needed to manage ventures and careers in the global hospitality industry and related service sector. Students will have the opportunity to deepen their knowledge through studies and develop operational skills through real-life experiences in the field of Hospitality Management, with Year 2 specialization options for gaining competitive management skills related to hospitality, special events, real estate and facilities, and spas.

ceMI involvement

Students will benefit from Experiential Learning methods at the creative learning labs associated to the program, where they are immersed in real enterprises and responsibilities within the local community. For the Hospitality Management program and related specializations, the following CEMI support the curriculum: Dimora Guest Apartments, Fedora pastry shop and bistrò, Ganzo restaurant, and the Sorgiva spa. Students will practice all operations and activities connected to these facilities through academic courses..

objectives and outcomes

specialization

hospitality management reception professional

1 Understanding of the hospitality industry, marketing and management of local and global hospitality businesses, food and wine sectors in hospitality, social and cultural aspects of the Italian hospitality industry.

specialization

special event management

2 Knowledge of special event management and operations, major event industry segments, designing and staging diverse event categories including sports, MICE, corporate, and ceremony-related events.

specialization

spa management

3 Overview of wellness tourism sector, spa management operations including finance, human resources, marketing, products, treatments, equipment, and spa business development.

specialization

real estate and facility management

4 Principles of real estate and facility management, professional property management, methods of real estate valuation, urban policy and planning in global housing markets.

career opportunities

1

→ Management positions in hospitality, hotel, and restaurant-based organizations.

2


→ Management in all segments of the hospitality event industry including event manager, conference center manager, and event consultant positions.

3

→ Management positions in all wellness tourism industry segments including spa management, spa operations, spa therapy, and wellness consulting.

4

→ Management positions in the real estate and property industry related to real estate valuation, housing market analyst, property management, and facility supervision.



“Fashion is about dreaming and making other people dream.”

Donatella Versace

Italian fashion designer, businesswoman, socialite, and model.

fashion design, merchandising, and media

one year certificate in:

YEAR 1

fashion design, merchandising, and media

two-year advanced certificates, specializations in:

YEAR 2

1. fashion design and technology
2. accessory design and technology
3. fashion merchandising, marketing, and retail
4. fashion communication, promotion, and media

overview

This program is designed to shape highly qualified professionals through a hybrid approach of a rigorous academic component and hands-on teaching techniques. The goal is to develop skills for future careers in fashion with roots stemming from the alchemy of artisanal arts and industry presence in Italy. By stimulating creative craftsmanship and know-how, students integrate fashion practices and knowledge with contemporary perspectives, mentored by international faculty members that directly represent the industry.

cemi involvement

Fly Fashion Loves You is a non-profit retail store on campus open to the public and showcases a luxury vintage collection, local emerging designers, and a student-produced brand. The AUF experiential learning model is applied according to the featured courses, represented by a stimulating community engagement that allows students to apply learning in a professional setting from design to promotion, show and event management, and merchandising strategies.

objectives and outcomes

specialization

1

fashion design and technology

Design competency from the creation and interpretation of a creative concept into an effective fashion collection; competitive skills in prototyping, distinguished by a mature knowledge of the visual and cultural language of Italian fashion.

specialization

2

accessory design and technology

Design competency from the creation and interpretation of a creative concept into an effective accessory collection; competitive skills in prototyping handbags, hats, and footwear enhanced by a superb fit and quality-driven production and merchandising.

specialization

3

fashion merchandising, marketing, and retail

Integration of competitive skills in fashion merchandising and buying with a focus on viable contemporary responses to the changing global retail environment through strategic marketing solutions and branding operations.

specialization

4

fashion communication, promotion, and media

Solid fashion communication skills through the investigation of iconic and subcultural movements, cultivation of writing and editorial ability to shape new and highly adaptable roles for fashion media experts.

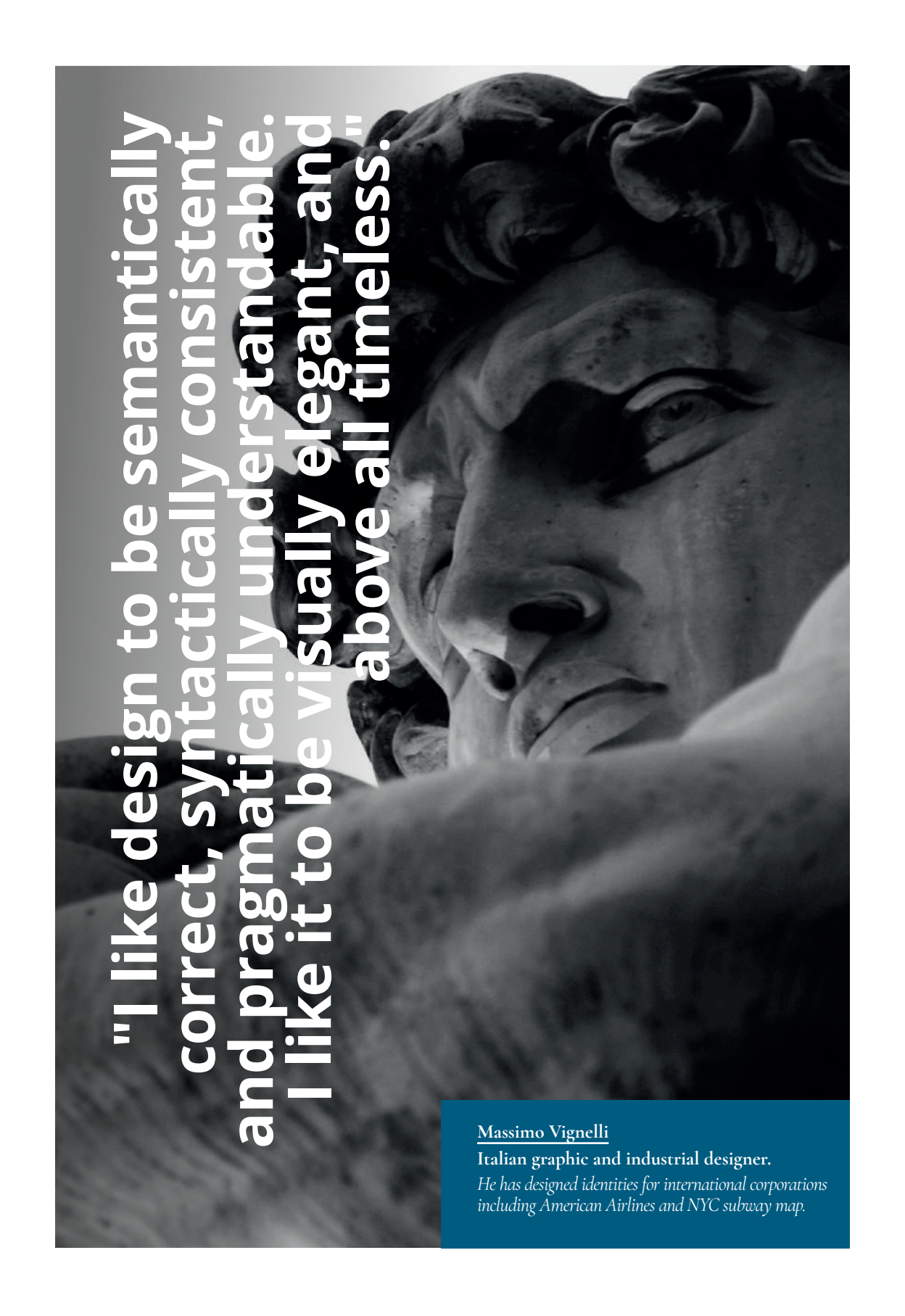
career opportunities

→ **1** senior designers in charge of the design and production phases of fashion collections for diverse markets.

→ **2** senior designers in charge of the design and production phases of accessory collections for diverse markets.

→ **3** fashion and accessory merchandisers for retail businesses and fashion houses, buyers, buying office managers.

→ **4** magazine editors, journalists, pr strategists, digital editors and managers.



"I like design to be semantically correct, syntactically consistent, and pragmatically understandable. I like it to be visually elegant, and above all timeless."

Massimo Vignelli

Italian graphic and industrial designer.

He has designed identities for international corporations including American Airlines and NYC subway map.

communication and interactive digital media

one year certificate in:

YEAR 1

communication and interactive digital media

two-year advanced certificates, specializations in:

YEAR 2

1. photography
2. visual communication
3. publishing
4. product design

overview

This program is intended for individuals seeking dynamic careers in the field of creative arts and design. First-year studies offer a well-rounded foundation and application of interactive digital media approaches to communication. Second-year courses allow students to further diversify digital practices in the fields of photography, product design, publishing, and visual communication by studying social, ethical, conceptual, artistic, economic, and professional aspects that enable a creative vision for designing viable, exhibition-level, and/or publishable projects.

cemi involvement

This Career Program and related specializations interact with the local community through two CEMI – the Corridoio Fiorentino photography and design gallery, and Ingorda, the campus press. The Corridoio provides first-year students with a strong background in curating, while second-year students propose and produce advanced-level exhibition works. Ingorda's publishing activities feature student-produced design and content in professional and licensed formats.

objectives and outcomes

specialization

1 photography

Critically informed photographic approach, visual grammar of photography and intent, analysis and technical mastery of photographic imagery, familiarity with studio and non-studio environments.

specialization

2 visual communication

Development and delivery of coherent creative concepts, application of visual language in multiple forms of digital media, creation of creative and compelling visual storytelling for professional contexts.

specialization

3 publishing

Knowledge and practice of both visual design and editorial skills, fluency in visual production for publishing formats, format and content curation of diverse products, adapting effective communication to emerging forms of content creation.

specialization

4 product design

Ability to creatively propose contemporary design solutions through design thinking process, technical knowledge to design in 3D formats, designing products from a brand perspective.

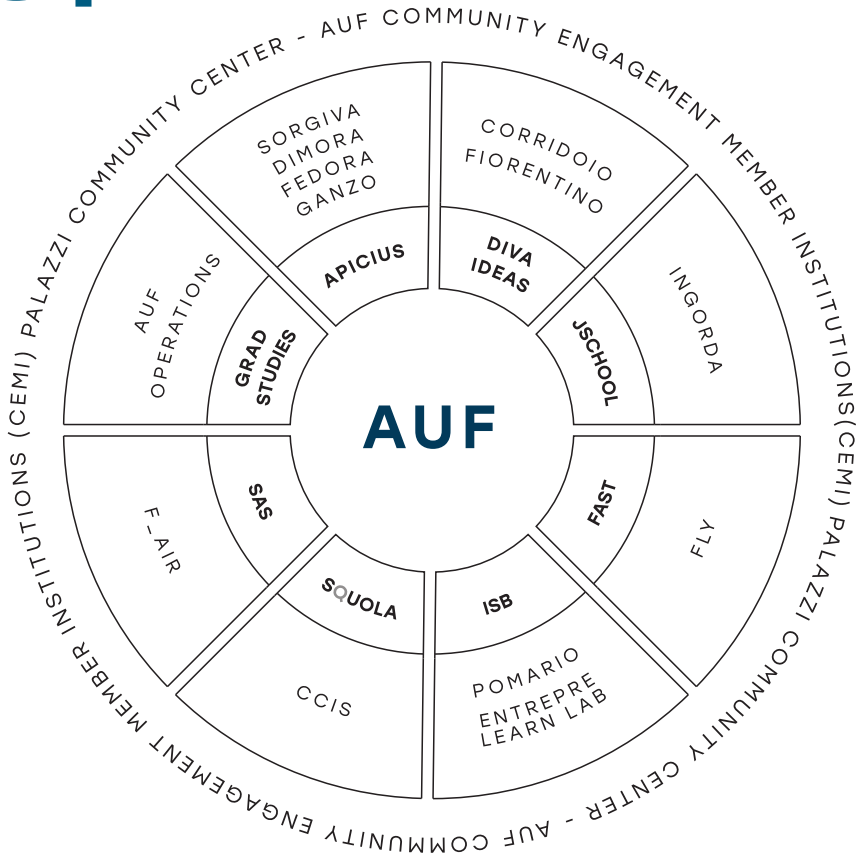
career opportunities

→ **1** photographer,
photo editor, curator,
digital strategist.

→ **2** interactive media
designer, creative director,
brand manager, digital
artist/ animator, visual
consultant for corporate
communication.

→ **3** book/periodical designer,
editor, publication
production manager,
digital content strategist.

→ **4** 2/3D designer,
technical designer,
materials researcher,
product developer,
product manager.



AUF is the only institution in Italy whose academic divisions each feature a Community Engagement Member Institution (CEMI), which allows students to integrate and interact with the local community.

Palazzi Community Center

The institutional CEMI for AUF is the Palazzi Community Center; it is open to the public and serves as a cultural center for outreach opportunities that the Florentine community may benefit from.



The center's activities embrace events and initiatives involving all academic divisions, feature services for the community, and sustains entities representing the local territory (independent bookstores, cultural associations, charities, sustainable food/wine producers, community gardens, artists, designers, etc.).

www.palazziflorence.com





Fedora **School Pastry Shop** **and Bistrò**

Is open to the community
and is operated by the
students and faculty of the
Apicius Baking and Pastry
department.

www.fedoraflorence.it





Ganzo
School
Restaurant

Is open to the community and offers fine dining, art shows, and special events. It is operated by the culinary, wine, and hospitality students and faculty of Apicius.

www.ganzoflorence.it





Dimora
Guest
Apartment

Is operated by students and faculty of the Apicius Hospitality and Hotel and Lodging Management departments.

www.dimoraflorence.it





Sorgiva **School Spa**

Is open to the community
and operated by students
and faculty of the
Apicius Hospitality
and Spa Management
departments.

www.sorgivaflorence.it





Pomario
Botanical
Retail Store

Is open to the public and
associated with AUF's
International School of
Business.





**CORRIDOIO
FIORENTINO**

is the photography and design gallery located at DIVA and IDEAS that features the works of international photographers as well as of the faculty/student body.

www.corridoiofiorentino.it



BLENDING M A G A Z I N E



Ingorda for Florence Campus Publishing

at the J School operates the publishing projects and products of AUF. It is specialized in volumes on gastronomy, travel, culture, and textbooks.

Ingorda is involved in AUF's publishing projects involving students.

jschoolfua.com





fly
fashion
loves you

is the school retail store operated by FAST, which features emerging designers, high quality vintage, consignment, and student-produced designs.

fashionlovesyou.it





The AUF team is featured yearly in the JBF event calendar as a part of the TuttoToscana academic program.

study away certificate career programs

AUF features distinct short-term programs offering prestigious professional outcomes for highly motivated students.

These specialized programs combine academic learning and involvement in international events.

tuttotoscana

(Offered Fall / Spring)

From Florence to the James Beard Foundation in NYC

TuttoToscana means “all things Tuscan” and focuses on event production. Students begin coursework and event preparation through three weeks of classes in Florence, and conclude with a weeklong production and staging of an event cycle featuring the James Beard Foundation and other venues in NYC.

program area and duration

Students may choose from 2 program duration options:

6-9 credits (Florence-NYC, 4 weeks)

3 credits (NYC-only, 1 week)

Area focus:

Food Management and Production for Special Events

please note:

- During the event week in NYC, satellite events in addition to the James Beard Foundation may complete the event cycle. Event scheduling is subject to variation.
- Some courses in the available offering may require a prerequisite.

culinary competitions: **training and practice**

From Florence to International Culinary Competitions in Italy

Each spring, culinary arts and pastry students have the unique opportunity to engage in academic coursework that prepares teams for international culinary expos hosted in Italy. This short-term, program begins with classes and training in Florence and culminates in real participation in competitions open to individuals and teams representing professional industry caliber, organized by associations such as WACS (World Association of Chefs' Societies) and FIC (Federation of Italian Chefs).

program areas and duration *(Spring only)*

The program typically runs for a week in the Spring academic season. Accepted students* join the FWCACC500 Culinary Competitions: Training and Practice course in Florence and terminate the program by participating under faculty supervision in a culinary competition for professionals.

**Open only to advanced-level pastry and culinary students and are subject to faculty approval for the selection process.*







**“education is the most powerful
weapon which you can use to
change the world.”**

Nelson Mandela
in a July 16, 2003 speech.
Johannesburg, South Africa

student life and development department

AUF offers support services for all career students through the student life and development department:

Scholarships for select Career and Degree Programs

Housing

Meal plans

Emergency hotline

Extracurricular activities

Counseling

Career center

Writing support

Alumni network

Please consult the AUF website to access the SLD area.

studentlifeflorence.it



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