

COURSE DESCRIPTION

ENGLISH BUSINESS COMMUNICATION

1. Bachelor degree:	BA Tourism and Relationship Management BA Hotel and Relationship Management
2. Course:	English Business Communication
3. Semester:	1st year, 1st semester
4. Credits:	10
5. Course co-ordinator:	Assistant Professor Hanne Stavelie
6. Number of contact hours:	The lecturer is obligated to have 60 lecture hours with the class in the classroom.
7. Prerequisites:	General study qualifications
8. Course description:	The course introduces the students to English business communication: a professional language for tourism/hotel and relationship management. Focusing on the professional language, it aims at building a platform for mastering theory in English as well as providing practical language training for the international arena of tourism and hospitality.
9. Aims of the course:	The course has several partial aims: It will enable students at mastering oral and written challenges in English within international tourism/hotel and relationship management. Theoretical and practical exercises in intercultural communication will prepare them for international work within tourism and hotel management. Acquiring good methods for learning a language will support students in study and work.
10. Course contents:	The topics are divided between three main areas: A) Practical written and oral language training B) Intercultural business communication Thematical overview: "Information skills in English" A 2 h course by head librarian Hilah Geer

	<p>English business language for international tourism.</p> <p>Presentations – theory and practise</p> <p>Oral and written exercises</p> <p>Translations</p> <p>Intercultural business communication</p>
11. . Teaching methods:	Plenaries, group work, ICT-work, dramatisations, obligatory written work (see portfolio), presentations.
12. Assessment:	<p>Portfolio assessment 40 %:</p> <p>The individual portfolio contains both oral and written work (5 obligatory pieces). It serves as process assessment, giving students continual feedback on their work.</p> <p>Written exam: 60 %</p>
13. Obligatory literature including price per book/compendium	<p>Jacobs, Miriam & Strutt, Peter: <i>English for International Tourism</i>, Longman, 2003, NOK 237</p> <p>Gesteland, Richard R.: <i>Cross-Cultural Business Behavior</i>, Copenhagen Business School Press, 2002, NOK 375 – pp. 15-93, 167-172, 279-285, 293-304, 337-343.</p> <p>Additionally, various language exercises and material will be supplied in class.</p>
14. Recommended literature:	<p>Murphy, Raymond: <i>English Grammar in Use</i>, Cambridge University Press (NOK 318)</p> <p>Oxford Advanced Learner´s Dictionary, and a good Norwegian-English/English-Norwegian dictionary</p>