

COURSE DESCRIPTION

ENGLISH BUSINESS COMMUNICATION

1. Bachelor degree: Hotel and Relationship Management
2. Course: English Business Communication
3. Semester: 1st year, 1st semester
4. Credits: 10
5. Course co-ordinator: Anne Linda Løhre
6. Hours: 60
7. Prerequisites: General study qualifications
8. Course description: The course introduces the students to English business communication or more specifically, international hotel English: a professional language for hotel and management. Focusing on the professional language, it aims at building a platform for mastering hotel management theory in English as well as providing practical language training for the international arena.
9. Aims of the course The course has several partial aims: It will enable students at mastering oral and written challenges in English within hotel and management. Students' work with ISI articles will equip them with sufficient background when they engage in relevant theory throughout their entire study. Theoretical and practical exercises in intercultural communication will prepare them for international work within hotel and relationship management.
10. Course contents: The topics are divided between three main areas:
 - A) Practical written and oral language training
 - B) Intercultural communication
 - C) Professional articles

Thematical overview:

 - 1) "Information skills in English" A 2 h course by head librarian Hilah Geer
 - 2) English business language (terminology) for hotel and relationship management.
 - 3) Presentations – theory og practise
 - 4) Oral and written exercises
 - 5) Translations
 - 6) Intercultural communication

- 7) Professional articles/terminology: 3 core ISI articles included in compendium chosen in collaboration with course coordinator (in hotel and relationship management).

Compendium contents:

Exercises from Ian McKenzie *English for Business Studies*, Cotton/ Robbins *Business Class*, Oshima/Hogue *Academic Writing*

Excerpts fra Gesteland *Cross- Cultural Business Behaviour* and Jandt *An Introduction to International Communication. Identities in a Global Community*

3 ISI articlcr (at least one from *Journal of Business Communication*)

11. Teaching methods: Plenaries, group work, ICT-work, dramatisations, obligatory written work (see portfolio), presentations. Lecturer is obliged to administer 60 contact hours with students.
12. Assessment: Portfolio (10 obligatory pieces) comprised by oral and written work. The portfolio counts for 40 % and written exam counts 60 %. The portfolio also serves as process assessment, giving students continual feedback on their work.
13. Obligatory literature including number of pages and prize per book/compendium
Jacobs, Miriam & Strutt, Peter: *English for International Tourism*, Longman, 2003, NOK 237
Course compendium, app. NOK 150
14. Recommended literature:
Murphy, Raymond: *English Language in Use*, Cambridge University Press (NOK 318)