

COURSE DESCRIPTION

EBC1100 English Business Communication I

1. Degree	Bachelor of Hotel and Relationship Management Bachelor of Tourism and Relationship Management
2. Year/semester	1st year – 1st semester
3. Credits	10
4. Course instructor	Assistant Professor Hanne Stavelie
5. Contact hours	60 hours
6. Course prerequisites	General study qualifications
7. Learning goals	<p>The course has several partial goals:</p> <p>It will enable students at mastering oral and written challenges in English within international tourism/hospitality and relationship management. Focusing on the professional language, it aims at building a platform for mastering demanding challenges in English as well as providing practical language training for the international arena of tourism and hospitality.</p> <p>Theoretical and practical exercises in intercultural communication will prepare the students for dealing with the international market, and make them aware of the intercultural challenges of international business relationships. Exercises in academic writing will further enhance the students' written competence in English.</p> <p>Through selected case studies related to tourism and hospitality the students will learn to negotiate in English and master essential skills in business communication, such as the writing of business letters, reports, telephone communication, meetings, presentations etc.</p>
8. Course contents	<p>The topics are divided between three main areas:</p> <p><u>A) Practical written and oral language in the tourism and hospitality industry.</u> The syllabus includes a series of practical</p>

	<p>scenarios related to relevant topics such as customer relations and service in the tourism and hospitality industry, CV writing and job application. Business letter writing and oral communication in professional settings (e.g. telephone English) are central topics which focus on developing relevant vocabulary and style.</p> <p><u>B) Intercultural Business Communication and academic writing.</u> This part of the course gives an introduction to intercultural business communication, including individual negotiator profiles from various countries. The theory links with practical exercises and analysis of “critical incidents” – situations in which negotiations have failed due to cultural differences. Furthermore, students are introduced to the writing of academic essays in English. This part of the course provides a useful background for part C, international negotiations.</p> <p><u>C) International negotiations.</u> Building on the theory studied in part B, two case studies related to hospitality and tourism present the students with practical scenarios in which they have to negotiate a deal. The case studies initiate role plays carried out over several sessions, in which the students prepare and perform negotiations in groups and present the end results to the class. Both cases include written and oral exercises such as letter writing, telephone conversations, reports and meetings.</p>
9. Method of instruction	The course will be taught through lectures, group activities (oral and written), role plays, written assignments, presentations, ICT-work. The portfolio assessment includes both oral and written exercises, giving the students continual feed-back on their progression. The students are required to invest considerable efforts in the learning process. An interactive teaching method requires the students to participate actively in discussions, simulations and other classroom activities in English.
10. Assessment	1) <u>Individual portfolio assessment 40 %</u> : The portfolio consists of six parts (written and oral), which all have to be passed. The portfolio is graded at the end of the course.

	2) <u>Final exam 60 %</u> : Written, individual exam.
11. Course syllabus	<p>Gesteland, Richard R. 2005. <i>Cross-cultural business behavior: negotiating, selling, sourcing and managing across cultures</i>. 4th ed. København: Copenhagen Business School Press. ISBN: 9788763001496. Pages: 351. Price: 399,-.</p> <p>Stavelie, Hanne, red. 2008. <i>Compendium: English Business Communication for Tourism and Hospitality</i>. Oslo: Markedshøyskolen Campus Kristiania. Pages: 200. Price: ca. 100.</p> <p><i>Compendium : English Business Communication for Tourism and Hospitality</i> contains:</p> <p>Fisher, Roger, og William Ury. 1999. Don't bargain over positions. I Fisher og Ury, Patton (red.) In <i>Getting to yes: negotiating an agreement without giving in</i>. 2. ed. Random House business books. London: Random House. Pages: 13 (3-14, 154).</p> <p>Hamp-Lyons, Liz, og Ben Heasley. 2006. Unit 1: The academic writing process. In Hamp-Lyon og Heasley, <i>Study writing: a course in written English for academic purposes</i>. 2. rev. ed. Cambridge: Cambridge University Press. Pages: 10 (15-24).</p> <p>Jacob, Miriam og Peter Strutt. 2003. Excerpts. In <i>English for international tourism : course book</i>. Harlow: Longman.</p> <p>Jandt, Fred E. 2004. Dimensions of culture. In Jandt, <i>An introduction to intercultural communication : identities in a global community</i>. 4. ed. Thousand Oaks: Sage Publications. Pages: 34 (147-180).</p> <p>Lepp, Andrew. 2008. Attitudes towards initial tourism development in a community with no prior tourism experience : the case of Bigodi, Uganda. <i>Journal of sustainable tourism</i>, 16(1):5-22. Pages: 18.</p> <p>Manyara, Geoffrey, og Eleri Jones. 2007. Community-based tourism enterprises development in Kenya : an exploration of their potential as avenues of poverty reduction. <i>Journal of sustainable tourism</i>, 15(6):628-644. Pages: 17.</p> <p>Rodgers, Drew. 1998. Sun and Fun Tours vs. Hotel de la Playa (case 1). In Rodgers, <i>English for international negotiations : a cross-cultural case study approach</i>.</p>

	<p>Cambridge: Cambridge University Press. Pages: 15 (21-35).</p> <p>Rodgers, Drew. 1998. Tourism comes to Zanir (case 6). In Rodgers, <i>English for international negotiations : a cross-cultural case study approach</i>. Cambridge: Cambridge University Press. Pages: 12 (77-88).</p> <p>Wellemin, John H. 1997. Complaints (chapter 5). In Wellemin, <i>Successful customer care</i>. New York: Barron's Educational Series. Pages: 16 (59-74).</p>
12. Recommended reading	<p>Anholt, Robert R. H. 2006. <i>Dazzle 'em with style: the art of oral scientific presentation</i>. 2nd ed. Philadelphia: Elsevier Academic Press. ISBN: 978-0-12-369452-2. Pages: 171. Price: 248,-.</p> <p>Fisher, Roger, William Ury, og Bruce Patton. 1999. <i>Getting to yes: negotiating an agreement without giving in</i>. 2nd ed., <i>Random House business books</i>. London: Random House. ISBN: 1-84413-146-7. Pages: 207. Price: 135,-.</p> <p>Hamp-Lyons, Liz, og Ben Heasley. 2006. <i>Study writing: a course in written English for academic purposes</i>. 2. rev. ed. Cambridge: Cambridge University Press. ISBN: 978-0-52-153496-3. Pages: 214. Price: 200,-.</p> <p>Murphy, Raymond. 2004. <i>English grammar in use: a self-study reference and practice book for intermediate students of English with answers</i>. 3rd ed. Cambridge: Cambridge University Press. ISBN: 0-521-53289-2. Pages: 379. Price: 185,-.</p> <p>Strunk, William, E. B. White, og Maira Kalman. 2005. <i>The elements of style</i>. 4th ed. New York: Penguin Press. ISBN: 1-59420-069-6. Pages: 147. Price: 318,-.</p> <p>Oxford Advanced Learner's Dictionary (permitted for use in exams), and a good Norwegian-English/English-Norwegian dictionary (not permitted for use in exams)</p>