

COURSE DESCRIPTION

EXTENDED ENGLISH BUSINESS COMMUNICATION

1. Bachelor Degree: Tourism and Human Resources Management
Hospitality and Human Resources Management
2. Course: Extended English Business Communication
3. Semester: 2nd semester, 1st year
4. Credits: 5
5. Course co-ordinator: Assistant Professor Hanne Stavelie
6. Contact hours: Lecturer is obliged to administer 30 contact hours with students
7. Prerequisites: English Business communication 10 credits
8. Academic description: The course builds on professional language and terminology tied to tourism and human resources as studied during the 1st semester. Also this semester Richard Gesteland's *Cross-Cultural Communication* serves as starting point for theoretical and practical exercises in intercultural communication, but this year they are tied to case work from Drew Rodgers' case based texts books in business communication (excerpts in compendium). Linguistic and communicative exercises are still related to international tourism from an intercultural point of view, but also from a vantage point of what characterises the industry as such, regardless of cultural entry. Extended English Business Communication will enable students to navigate and operate on the international arena.

The course also includes the linguistic preparation of two scientific articles which are part of the syllabus in the course

“Tourism, Culture and Society”¹. This part should enable students to build the linguistic competence necessary for their study of academic course literature in English.

9. Course aims: Students should become competent and confident users of the English language in customer/human resources contexts as well as at international tourism venues

At the end of the semester, students should master oral and written communication within international tourism and human resources management

The English course will be linked directly to relevant English articles in the course “Tourism, Culture and Society”, enabling the students to improve their skills in reading academic English course literature.

10. Course content: Intercultural, practical exercises
Negotiations
2 case studies with intercultural flair
Miscellaneous presentations of various lengths
Linguistic exercises tied to tourism

11. Teaching methods: Plenaries, group work, dramatizations, written assignments, presentations

12. Assessment: Portfolio with written and oral work 40 %. The individual portfolio consists of both oral and written work, giving the students continuous feed-back on their progression. We require participation through the whole process of the two case studies to pass the portfolio assessment.

Written exam: 60%

¹ M. K. Smith and M. Robinson, 2006: “Authenticity and Commodification of Balinese Dance Performances”, i *Cultural Tourism in a Changing World*, Channel View Publications, England
N. Wang, 1999: “Rethinking Authenticity in Tourism Experience”, i *Annals of Tourism Research Vol 26, No.2*

13. Required readings: Jacobs, Miriam & Strutt (2003): *English for International Tourism*. Longman (NOK 237) 127s
Gesteland, Richard R.: *Cross-Cultural Business Behavior*, Copenhagen Business School Press, 2002, NOK 375
Thelle, Olaf, *Kompendium* (NOK 70) 90p

Additionally, various language exercises and material will be supplied in class.

14. Supplementary readings: Murphy, Raymond: *English Grammar in Use*, Cambridge University Press (NOK 318)
Oxford Advanced Learner's Dictionary, and a good Norwegian-English/English-Norwegian dictionary