Teaching Guide

Identifying Data				2015/16
Subject (*)	Inglés no Contorno Profesional		Code	662G01045
Study programme	Grao en Turismo			

Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	1st four-month period	Fourth	Optativa	6

Language	English
Teaching method	Face-to-face
Prerequisites	
Department	
Coordinador	Moss , Sarah	E-mail	smoss@udc.es
Lecturers	Moss , Sarah	E-mail	smoss@udc.es
Web	
General description	This course is designed to provide business communication skills for those of you who may soon need to use English in a work environment. They include basic Business English skills that are essential whatever you are doing in business, namely: ? Talking to people in business situations ? presentation, meetings, negotiations, small talk, telephone conversations ? Written communications: letters, faxes, memos, e-mails, summaries, notes, reports. You will also be seeing a certain amount of vocabulary that can be termed as business vocabulary. During the course, therefore, you will also be studying specific business situations, such as those listed below: ? Ordering and supplying goods or services ? Making and answering enquiries ? Placing and acknowledging ordersdelivery and after-sales problems ? Explaining and describing procedures

Study programme competences	
Code	Study programme competences
A6	Ter unha marcada orientación de servizo ao cliente.
A13	Manexar técnicas de comunicación.
A15	Traballar en inglés como lingua estranxeira.
A29	Traballar en medios socioculturais diferentes.
B1	Capacidade de análise e síntese.
B3	Resolución de problemas.
B4	Razoamento crítico.
B5	Compromiso ético.
B6	Aprendizaxe autónoma.
B7	Adaptación a novas situacións.
C2	Dominar a expresión e a comprensión de forma oral e escrita dun idioma estranxeiro.
C3	Utilizar as ferramentas básicas das tecnoloxías da información e as comunicacións (TIC) necesarias para o exercicio da súa profesión e para a aprendizaxe ao longo da súa vida.
C4	Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida, democrática e solidaria, capaz de analizar a realidade, diagnosticar problemas, formular e implantar solucións baseadas no coñecemento e orientadas ao ben común.
C5	Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras.
C6	Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse.
C7	Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.
C8	Valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade.

Learning outcomes				
Learning outcomes				**Study programme competences**
To acquire communicative competence inthe English language, in accordance with the professional context of the tourist industry. To become competent in the use of high frequency vocabulary used in professional situations within the tourist industry.		A6 A13 A15 A29	B1 B3 B4 B5 B6 B7	C2 C3 C4 C5 C6 C7 C8
To identify and employ written and oral discourse in the most appropriate register, using common rhetorical functions such as persuasion and information. To understand, analyse and summarise, and produce oral and written discourse in English commonly used in the tourist industry.		A29		

Contents	
Topic	**Sub-topic**
An introduction to professional communication in English - courtesy and intercultural communication	
Telephone language	
Oral discourse in product and destination management: the rhetorics of meetings and negotiations in English	
Oral discourse in product and destination management (II): presentations in English: introductions, arguments, conclusions, questions and answers, debates and comments.	
The language of business. Written and oral descriptions of trends, graphs and statistics using appropriate vocabulary. Dsicussing fact and figures.	

Planning				
Methodologies / tests	**Competencies**	**Ordinary class hours**	**Student?s personal work hours**	**Total hours**
Seminar	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	30	45	75
Simulation	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	10	20	30
Oral presentation	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	5	35	40
Personalized attention		5	0	5
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	**Description**

Seminar	Practical classes in which the students will work with the necessary explanations and information in order to perfect their written, oral and aural skills. Prior preparation will be required for these classes.
Simulation	Oral and listening activities in which students will be given a situation in which they are required to act, i.e. meetings, negotiations, presentations, telephone conversations, etc. The material will be based on the skills acquired during the seminars, and will also require prior preparation.
Oral presentation	5 -8 minute presentation accompanied by 400 word written report on aspects of working in multi-cultural environments. Final 10 minute presentation. Maximum 10 powerpoint slides. Topic to be chosen from the following areas: Promotion /marketing of tourism product / Trends in tourism Tourism-related news item - overview / impact / long-term consequences Human capital in tourism: training / lifelong learning

Personalized attention	
Methodologies	**Description**
Oral presentation Seminar Simulation	

Assessment			
Methodologies	**Competencies**	**Description**	**Qualification**
Oral presentation	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	Two individual oral presentations	55
Seminar	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	Attendance, participation and completion of written work (to a satisfactory standard) as required. In the case of those students that fail to meet the attendance requirement or have not handed in all the written work, the written exam will be worth 60% of the final grade.	10
Simulation	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	Attendance, participation and completion of tasks to a satisfactory standard as required. Telephone conversation (15%) - in which oral competence and the ability to take effective notes will be tested In-class group meeting(s). Students will be required to prepare all aspects of the meeting: Agenda, prior preparation, minutes, etc. Students that fail to meet the necessary standards or attendance will be required to take a final test.	35

Assessment comments
The first individual oral presentation will be worth 15% of the final grade and the second 40% of the final grade. The second oral presentation must include a visual presentation, and marks will be awarded for the communicative impact of both the visual aids presented and delivery.

Sources of information

Basic	- L.Jones (2001). Working in English . Cambridge
	- N. brieger (1996). The Language of Business English. Prentice Hall
	- M.Grussendorf (2007). English for Presentations. Oxford University Press
	- K. Thomson (2007). English for Meetings. Oxford University Press
	- B. Mascull (2004). Business Vocabulary in Use (advanced). Cambridge
	- A. Watson-Delestree (1998). The Working Week. LTP
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Idioma Moderno: Inglés/662G01006
Primeiro Idioma Moderno I: Inglés/662G01015
Primeiro Idioma Moderno II: Inglés/662G01028
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Other comments