UNIVERSIDADE DA CORUÑA

Teaching Guide				
Identifying Data				**2016/17**
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 will 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: dealing with customers from various cultural backgrounds; calling and holding meetings; speaking on the telephone; business presentation and negotiations. The emphasis is on oral skills. You will also be seeing a certain amount of vocabulary that can be termed as general business vocabulary.			

Study programme competences / results	
Code	**Study programme competences / results**
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 / results**

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 oral and written discourse in English commonly used in the tourist industry.	A29		

Contents	
Topic	**Sub-topic**
Doing business with the world.	An introduction to professional communication in English - courtesy and intercultural communication. Hofstede's dimensions of culture Communication styles: dealing with customers/guests from different countries
Understanding the basic language of business	Describing a company: management and organisational structure; facilities; departments; functions; working conditions; remuneration
Telephone language	Telephone conventions: specific vocabulary Taking notes: numbers and abbreviations Customer service: dealing with problems and handling complaints
Meetings and negotiations	Calling a meeting (written) Agenda (written) Chairing and participating in meetings and negotiations Minutes (written)
Professional presentation skills: discourse in product and destination management (II): presentations in English: introductions, arguments, conclusions, questions and answers, debates and comments.	Preparation and delivery: Introduction Arguments Conclusions Q&A Visuals Intonation and pauses

Planning				
Methodologies / tests	**Competencies / Results**	**Teaching hours (in-person & virtual)**	**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	Intercultural communication presentation Final 10 minute presentation on a topic related to contemporary trends in tourism

Personalized attention	
Methodologies	**Description**
Oral presentation Seminar Simulation	Tasks will be carried out with the students in small groups, working closely with the students, therefore providing them with ample opportunity to consult any queries, etc. Likewise, students are actively encouraged to use the lecturer's office hours to resolve any queries.

Assessment			
Methodologies	**Competencies / Results**	**Description**	**Qualification**
Oral presentation	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	10 minute presentation with visuals.	40
Seminar	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. In-class presentation on Intercultural communication and written report (10%) Business vocabulary test (20%)	20
Simulation	A6 A13 A15 A29 B1 B3 B4 B5 B6 B7 C2 C3 C4 C5 C6 C7 C8	Telephone conversation: oral competence when speaking on the telephone and effective note taking (20%) In-class group meeting(s). Students will be required to prepare all aspects of the meeting: Agenda, prior preparation, minutes, etc. (20%)	40

Assessment comments

Students are required to comply with an 80% attendance requirement.

 Students who are unable to comply with the 80% attendance requirements due to exemption from attendance as stipulated in regulations to this effect published by the University of A Coruña (Art. 3.b e 4.5 Normas de availación, revisión e reclamación das cualificacións dos estudos de grao e mestrado universitario (Art 3 e 8b), will be assessed as follows:

Intercultural communication presentation and report: 20%

Business vocabulary test: 20%

Telephone conversation: 20%

Oral presentation: 40%

For the second opportunity (July) students will be required to repeat those sections of the assessment in which they failed to obtain a passing grade.

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
This subject is pitched at a B2 /C1 level of the Common European Framework of Reference for Languages. It covers specific activities and is NOT a General English course. Students are therefore advised not to take this course if their level of English is lower than B2. Although written aspects are included, this subject is essentially orally-focused and participation and prior preparation are therefore essential.