

COURSE TITLE		Business English in Tourism I				
Course code	STT049	Year of study	2.			
Lecturer(s)	Jasmina Rogulj, PhD, tenured college professor Ivana Vodogaz, senior lecturer	ECTS (Number of credits allocated)	3			
Associates	/	Total hours per semester	Seminar	Seminar	Seminar	Seminar
				45		
Course status	Core	Percentages of e-learning	20%			
COURSE DESCRIPTION						
Course Objectives	The aim of this course is to build on students' knowledge, skills, and competencies related to using English for professional purposes in the field of tourism and hospitality, contributing to the acquisition of key specialized vocabulary and grammatical aspects essential for understanding, effective and correct use of professional language, and mastery of the professional and interpersonal skills necessary to navigate and communicate in various business situations in the tourism and hospitality sector. Through this course, students continue to develop all four language skills (speaking, listening, reading, and writing) and professional skills (application of numbers and carrying out research tasks) that are needed to function effectively in the workplace. Special emphasis is placed on fostering self-regulated learning, guiding students to use effective cognitive and metacognitive learning strategies appropriate to linguistic tasks, task analysis and goal setting, open expression of opinions, participation and collaboration in the learning process, all aimed at developing linguistic self-confidence and motivation for independent learning that successful professionals in every business sector should sustain throughout their lives.					
Course enrolment requirements and entry competencies required for the course	/					
Learning outcomes On successful completion of this course, student should be able to:	<ol style="list-style-type: none">1. Explain the fundamental concepts in the field of English for tourism and hospitality.2. Demonstrate global and selective comprehension of read and listened texts.3. Apply the complex lexical structures characteristic of the language of the profession in expressing one's positions on the topics being discussed.4. Organize and compose a written text by linking its main elements into a logical whole.5. Identify and record main ideas, i.e., take notes to reconstruct the meaning of listened-to and read texts.6. Plan and prepare a monologic and dialogic form of spoken discourse using complex lexical structures of the professional language in tourism.7. Determine and analyze similarities and differences between one's own culture and other cultures.8. Adapt behavior patterns to intercultural communication situations.9. Demonstrate adaptability in pair and group work when solving problem tasks.					

Course content	Trends in tourism, Get the message, Hotel branding, Sustainability, Come fly with me		
Types of teaching:	<input type="checkbox"/> lecture <input checked="" type="checkbox"/> seminars and workshop <input type="checkbox"/> practical <input checked="" type="checkbox"/> combined e-learning <input type="checkbox"/> field research	<input checked="" type="checkbox"/> self-study <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> mentoring work <input type="checkbox"/> (others)	
Student obligations	Attending at least 70% of lectures and practical exercises (for part-time students:50%		

	attendance). Self-study(portfolio of works and presentation).					
Monitoring student work (enter the share in ECTS credits for each activity so that the total number of ECTS credits corresponds to the credit value of the course):	Class attendance	1,5	Research		Practical work	
	Experimental Work		Report		Portfolio of Works	0,5
	Essay		Seminar	0,1	Office hours and final exam	0,2
	Self-study	0,5	Workshop		(others)	
	Project		Mid-term exams	0,3	(others)	
	CONTINUOUS ASSESSMENT					
	Continuous testing indicators			Performance $A_i(\%)$	Graderatio $k_i(\%)$	
	Class attendance and participation			70-100	10	
	Portfolio of works			0-100	30	
	First mid-term exam			50-100	30	
	Second mid-term exam			50-100	30	

Assessment and evaluation of student work during classes and at the final exam

FINAL ASSESSMENT		
Indicators checks	Performance $A_i(\%)$	Graderatio $k_i(\%)$
Final exam	50-100	60
Previous activities	0-100	40
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Final exam	50-100	60
Previous activities	0-100	40

The grade (in percentages) is formed on the basis of all indicators that describe the level of student activities according to the relation:

$$Grade(\%) = \sum_{i=1}^N k_i A_i$$

k_i -weighting factor for each activity,

A_i -success in percentage achieved for a particular activity,

N -total number of activities.

	PERFORMANCE AND GRADE		
	Percentage	Criteria	Grade
	50%- 62,4%	Basic criteria met	sufficient(2)
	62,5 %- 74,9%	Average performance with some errors	good(3)
	75%- 87,4%	Above average performance with minor Errors	verygood(4)
	87,5%- 100%	Outstanding performance	outstanding(5)
Required reading	1. Rogulj, J. (2023) <i>Supplementary Practice Handbook: Sharpening English Language Skills - reviewed teaching materials for the course</i> 2. Strutt, P. (2018) <i>English for International Tourism, new edition</i> (Upper Intermediate Coursebook and Workbook, DVD-ROM), selected units, Pearson Education Limited.		
Optional reading	Murphy, R. (2004) <i>English Grammar in Use</i> , Cambridge University Press.		

<p>Quality monitoring to ensure the acquisition of established learning outcomes</p>	<ul style="list-style-type: none"> • Records of class attendance and success in performing student obligations • Updating detailed course curricula • Supervision of teaching activities • Continuous quality control of all parameters of the teaching process in accordance with the Action Plans • Semester-based student survey in accordance with the "Ordinance on the procedure of student evaluation of teaching work at the University of Split" (UNIST, Centre for Quality Improvement).
<p>Other information</p>	<p>Detailed course curricula, found on the MOODLE learning platform are accessed by all students and teachers of the University Department. For the purpose of providing information to the general public, shortened versions of course curricula (in Croatian and In English) are directly accessible on the website of the University Department.</p>