



SYLLABUS

Academic year 2018-2019

1. Information regarding the program

1.1. Higher education institution	BABEȘ-BOLYAI UNIVERSITY
1.2. Faculty	BUSINESS
1.3. Department	Departamentul de Limbi Moderne și Comunicare în Afaceri
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Study cycle	MASTER
1.6. Study programme / Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ȘI TURISM INTERNAȚIONAL (cu predare în limba engleză)

2. Information regarding the course

2.1. Name of the course	Limbă străină – franceză, germană, italiană, spaniolă/Foreign language – French, German, Italian, Spanish						
2.2. Code	IME0053						
2.3. Course coordinator	French: Assoc. Prof. Dr Alexandra Viorica Dulău German: Assist. Lect. Dr Kovacs Reka Italian: Asist. Lect. Dr Diana Sopon Spanish: Assist. Lect. Dr Timea Tocalachis						
2.4. Seminar coordinator	French: Assoc. Prof. Alexandra Viorica Dulău, PhD German: Assist. Lect. Kovacs Reka, PhD Italian: Asist. Lect. Siana Sopon, PhD Spanish: Assist. Lect. Timea Tocalachis, PhD						
2.5. Year of study	2	2.6. Semester	3	2.7. Type of evaluation	E	2.8. Type of course	Elective

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	2	Of which: 3.2. lecture	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	24	Of which: 3.5. lecture	12	3.6. seminar/laboratory	12
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					15
Additional documentation (in libraries, on electronic platforms, field documentation)					14
Preparation for seminars/labs, homework, papers, portfolios and essays					18
Tutorship					2
Evaluations					2
Other activities:					10
3.7. Total individual study hours					51
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

5. Conditions (if necessary)

5.1. for the course	<ul style="list-style-type: none"> Classroom with video projector; IT & Internet access;
5.2. for the seminar /lab activities	<ul style="list-style-type: none"> Classroom with video projector; IT & Internet access;

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> appropriate use of business terminology in the studied foreign language, according to the context/professional situation critical thinking skills – observation, interpretation, analysis, inference, evaluation, explanation – aimed at developing further competences (clarity, credibility, accuracy, relevance, depth, breadth, significance)
Transversal competencies	<ul style="list-style-type: none"> teamwork management – assigning responsibilities and roles in a team according to individual abilities and personality; care for the human resource – continuing development, empowerment, self-development, job enlargement and enrichment;

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> development of the language skills required for the effective use of foreign languages in everyday life and in professional contexts by developing linguistic, discursive, strategic and socio-cultural competences
7.2. Specific objectives of the course	<ul style="list-style-type: none"> to understand clear standard spoken and written messages on tourism and hospitality topics; to understand the main points of clear messages; to understand attitudes and opinions expressed in clear standard foreign languages; to engage and hold conversations on various everyday and professional topics; to describe clearly and fluently (orally and in writing) real or imaginary events, experiences; to adapt the discourse to the context (formal/informal register); to produce simple connected text on topics which are familiar or of personal interest;

	<ul style="list-style-type: none"> • to write clear memos, letters, reports; • to summarize information, giving reasons and explanations for opinions and plans; • to communicate effectively in foreign-language governed business environment
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8. Content

8.1. Course	Teaching method	Remarks
Lecture 1. Course requirements. Introduction	<ul style="list-style-type: none"> • frontal, oral interaction, team-building activities; 	1 lecture (2 hours)
Lecture 2. Hospitality businesses – accommodation, restoration, and leisure services	<ul style="list-style-type: none"> • frontal, oral interaction, team-building activities; 	1 lecture (2 hours)
Lecture 3. Legal framework in international tourism and international organizations	<ul style="list-style-type: none"> • frontal, oral interaction, team-building activities; 	1 lecture (2 hours)
Lecture 4. Hospitality businesses – travel services; insurances; intermediaries; getting and providing directions/tour-guiding	<ul style="list-style-type: none"> • frontal, oral interaction, team-building activities; 	1 lecture (2 hours)
Lecture 5. Types of tourists; tourism-related interactions	<ul style="list-style-type: none"> • frontal, oral interaction, team-building activities; 	1 lecture (2 hours)
Lecture 6. Heritage Events and Festivals. Trails and Themed Routes. Religion, Religious and Pilgrimage Tourism	<ul style="list-style-type: none"> • frontal, oral interaction, team-building activities. 	1 lecture (2 hours)
Bibliography	<p>Required and Recommended Textbooks:</p> <ul style="list-style-type: none"> • Adam, J.H. (1989). Dictionary of Business English. Harlow: Longman. • Bovee, C. L. and Thill, J. V. (1992). Business Communication Today. New York: McGraw-Hill, Inc. • Brieger, N., Sweeney, S. The Language of Business English: Grammar and Functions. Bristol: Prentice Hall. • Cotton, D. (1980). International Business Topics. Walton-on-Thames: Nelson English Language Teaching. • Cotton, D. (1980). Keys to Management. Walton-on-Thames: Nelson English Language Teaching. • Cotton, D., Robbins, S. (1993). Business Class. London: Thomas Nelson and Sons Ltd. • European Commission, FT EUROfile, Financial Times Television, în colaborare cu Comisia Europeană (CD-ROM). • European Commission, Hello, Europe: A Youth Guide to Europe and the European Union, Office for Official Publications of the European Communities, L-2985 Luxembourg (CD-ROM). 	

	<ul style="list-style-type: none"> • King, F.W. and Ann Cree, D. (1979). <i>English Business Letters</i>. Harlow: Longman. • Lannon, M., Tullis, G. and Trappe, T. (1993). <i>Insights into Business</i>. London: Thomas Nelson and Sons Ltd. • Littlejohn, A. (1993). <i>Company to Company: A New Approach to Business Correspondence in English</i>. Cambridge: Cambridge University Press. • Mackenzie, I. (1997). <i>English for Business Studies: A Course for Business Studies and Economics Students</i>. Cambridge: Cambridge University Press. • Vince, M. (1997). <i>Advanced Language Practice</i>. Oxford: Macmillan Heinemann. • Vince, M. (1998). <i>Intermediate Language Practice</i>. Oxford: Macmillan Heinemann. • Wilson, M. (1987). <i>Writing for Business</i>. Harlow: Longman.
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8.2. Seminar / laboratory	Teaching method	Remarks
Seminar 1. Initial assessment	<ul style="list-style-type: none"> • frontal, oral interaction, team-building activities; role-playing; 	1 seminar (2 hours)
Seminar 2. Hospitality businesses – accommodation, restoration, and leisure services – vocabulary, dialogues and role-plays; video-cases;	<ul style="list-style-type: none"> • frontal, oral interaction, team-building activities; role-playing; 	1 seminar (2 hours)
Seminar 3. Legal framework in international tourism and international organizations – vocabulary, dialogues and role-plays; video-cases;	<ul style="list-style-type: none"> • frontal, oral interaction, team-building activities; role-playing; 	1 seminar (2 hours)
Seminar 4. Hospitality businesses – travel services; insurances; intermediaries; getting and providing directions/tour-guiding – vocabulary, dialogues and role-plays; video-cases – vocabulary, dialogues and role-plays; video-cases;	<ul style="list-style-type: none"> • frontal, oral interaction, team-building activities; role-playing; 	1 seminar (2 hours)
Seminar 5. Types of tourists; tourism-related interactions – vocabulary, dialogues and role-plays; video-cases;	<ul style="list-style-type: none"> • frontal, oral interaction, team-building activities; role-playing; 	1 seminar (2 hours)
Seminar 6. Final evaluation – oral assessment	assignment presentation, by the students	1 seminar (2 hours)

Bibliography	<p>Required and Recommended Textbooks:</p> <ul style="list-style-type: none"> • Adam, J.H. (1989). <i>Dictionary of Business English</i>. Harlow: Longman. • Bovee, C. L. and Thill, J. V. (1992). <i>Business Communication Today</i>. New York: McGraw-Hill, Inc. • Brieger, N., Sweeney, S. <i>The Language of Business English: Grammar and Functions</i>. Bristol: Prentice Hall. • Cotton, D. (1980). <i>International Business Topics</i>. Walton-on-Thames: Nelson English Language Teaching. • Cotton, D. (1980). <i>Keys to Management</i>. Walton-on-Thames: Nelson English Language Teaching.
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- Cotton, D., Robbins, S. (1993). *Business Class*. London: Thomas Nelson and Sons Ltd.
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9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

- the study of real world case studies is aimed at familiarizing the students with real-life concepts and situations;
- by simulation and role-play students can develop the skills required for presentations, speeches, meetings;
- writing documents (application letters, CVs, minutes, invoices, reports, etc.) helps students to develop their professional writing skills (very often an essential requirement for a good job in a company).

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	<ul style="list-style-type: none"> • Correctness and amplitude of theoretic knowledge; • Logic coherence; • Specialized terminology; • Understanding of basic concepts; 	Lecture attendance and activity	30 %

	<ul style="list-style-type: none"> Students' interventions during the lectures; 		
10.5. Seminar/lab activities	<ul style="list-style-type: none"> Attendance and active participation in classroom activities Completion of homework assignments Accuracy and fluency of oral performance 	Seminar attendance and activity	30 %
	<ul style="list-style-type: none"> Relevance to task Accuracy and coherence of the written text Acquisition of business vocabulary and grammar 	Oral presentation of assigned topics	40 %

10.6. Minimum performance standards

- It is necessary to obtain a minimum grade of 5 (five) in order to pass this subject
- The grades being granted are between 1 (one) and 10 (ten)
- Students must approach each element (question, problem) within the exam sheet
- The written test takes approximately 70 minutes
- CEFR level B21.

Date

Signature of course coordinator

Signature of seminar coordinator

Assoc. Prof. Dr Alexandra Viorica Dulău
Assist. Lect. Dr Kovacs Reka
Assist. Lect. Dr Diana Sopon
Assist. Lect. Dr Timea Tocalachis

Assoc. Prof. Dr Alexandra Viorica Dulău
Assist. Lect. Dr Kovacs Reka
Assist. Lect. Dr Diana Sopon
Assist. Lect. Dr Timea Tocalachis

Date of approval

Head of department

Assoc. Prof. Dr Oana Adriana Gică