



## SYLLABUS

### Academic year 2016-2017

#### 1. Information regarding the programme

1.1. Higher education institution	BABEŞ-BOLYAI UNIVERSITY
1.2. Faculty	BUSINESS
1.3. Department	HOSPITALITY SERVICES
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Study cycle	MASTER
1.6. Study programme / Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ŞI 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. Alexandra Viorica Dulău, PhD German: Assist. Lect. Kovacs Reka, PhD Italian: Asist. Lect. Siana Sopon, PhD Spanish: Assist. Lect. Paul Tița, PhD Cand.		
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. Paul Tița, PhD Cand.		
2.5. Year of study	2	2.6. Semester	4
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	28	Of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					8
Additional documentation (in libraries, on electronic platforms, field documentation)					11
Preparation for seminars/labs, homework, papers, portfolios and essays					14
Tutorship					2
Evaluations					2
Other activities: Final preparation					10
3.7. Total individual study hours	43				
3.8. Total hours per semester	75				
3.9. Number of ECTS credits	3				



#### 4. Prerequisites (if necessary)

4.1. curriculum	basic knowledge of travel, tourism and hospitality concepts
4.2. competencies	B2 competence level (as defined by the Common European Framework of Reference)

#### 5. Conditions (if necessary)

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

#### 6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> <li>appropriate use of business terminology in the studied foreign language, according to the context/professional situation</li> <li>critical thinking skills – observation, interpretation, analysis, inference, evaluation, explanation – aimed at developing further competences (clarity, credibility, accuracy, relevance, depth, breadth, significance)</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>development of business strategies in accordance with ethical principles, norms and values, based on responsible and effective work;</li> <li>teamwork management – assigning responsibilities and roles in a team according to individual abilities and personality;</li> <li>care for the human resource – continuing development, empowerment, self-development, job enlargement and enrichment;</li> <li>effective use of human resource management techniques to develop the organization and the individual employees;</li> <li>introduction to fundamental concepts, theories and principles in market research</li> </ul>

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

7.1. General objective of the course	<ul style="list-style-type: none"> <li>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</li> </ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>to understand clear standard spoken and written messages on tourism and hospitality topics;</li> <li>to understand the main points of clear messages;</li> <li>to understand attitudes and opinions expressed in clear standard foreign languages;</li> <li>to engage and hold conversations on various everyday and professional topics;</li> <li>to describe clearly and fluently (orally and in writing) real or imaginary events, experiences;</li> </ul>



	<ul style="list-style-type: none"> <li>to adapt the discourse to the context (formal/informal register);</li> <li>to produce simple connected text on topics which are familiar or of personal interest;</li> <li>to write clear memos, letters, reports;</li> <li>to summarize information, giving reasons and explanations for opinions and plans;</li> <li>to communicate effectively in foreign-language governed business environment</li> </ul>
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## 8. Content

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



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

Bibliography	<p>Required and Recommended Textbooks:</p> <ul style="list-style-type: none"> <li>• Adam, J.H. (1989). <i>Dictionary of Business English</i>. Harlow: Longman.</li> <li>• Bovee, C. L. and Thill, J. V. (1992). <i>Business Communication Today</i>. New York: McGraw-Hill, Inc.</li> <li>• Brieger, N., Sweeney, S. <i>The Language of Business English: Grammar and Functions</i>. Bristol: Prentice Hall.</li> <li>• Cotton, D. (1980). <i>International Business Topics</i>. Walton-on-Thames: Nelson English Language Teaching.</li> <li>• Cotton, D. (1980). <i>Keys to Management</i>. Walton-on-Thames: Nelson English Language</li> </ul>
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	<p>Teaching.</p> <ul style="list-style-type: none"> <li>• Cotton, D., Robbins, S. (1993). <i>Business Class</i>. London: Thomas Nelson and Sons Ltd.</li> <li>• European Commission, <i>FT EUROfile</i>, Financial Times Television, în colaborare cu Comisia Europeană (CD-ROM).</li> <li>• European Commission, <i>Hello, Europe: A Youth Guide to Europe and the European Union</i>, Office for Official Publications of the European Communities, L-2985 Luxembourg (CD-ROM).</li> <li>• King, F.W. and Ann Cree, D. (1979). <i>English Business Letters</i>. Harlow: Longman.</li> <li>• Lannon, M., Tullis, G. and Trappe, T. (1993). <i>Insights into Business</i>, London: Thomas Nelson and Sons Ltd.</li> <li>• Littlejohn, A. (1993). <i>Company to Company: A New Approach to Business Correspondence in English</i>. Cambridge: Cambridge University Press.</li> <li>• Mackenzie, I. (1997). <i>English for Business Studies: A Course for Business Studies and Economics Students</i>. Cambridge: Cambridge University Press.</li> <li>• Vince, M. (1997). <i>Advanced Language Practice</i>. Oxford: Macmillan Heinemann.</li> <li>• Vince, M. (1998). <i>Intermediate Language Practice</i>. Oxford: Macmillan Heinemann.</li> <li>• Wilson, M. (1987). <i>Writing for Business</i>. Harlow: Longman.</li> </ul>
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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**

<ul style="list-style-type: none"> <li>• the study of real world case studies is aimed at familiarizing the students with real-life concepts and situations;</li> <li>• by simulation and role-play students can develop the skills required for presentations, speeches, meetings;</li> <li>• 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).</li> </ul>
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**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"> <li>• Correctness and amplitude of theoretic knowledge;</li> <li>• Logic coherence;</li> <li>• Specialized terminology;</li> <li>• Understanding of basic concepts;</li> <li>• Students' interventions during the lectures;</li> </ul>	Lecture attendance and activity	<b>30 %</b>
10.5. Seminar/lab activities	<ul style="list-style-type: none"> <li>• Attendance and active participation in classroom</li> </ul>	Seminar attendance and	<b>30 %</b>



	<p>activities</p> <ul style="list-style-type: none"> <li>• Completion of homework assignments</li> <li>• Accuracy and fluency of oral performance</li> </ul>	activity	
	<ul style="list-style-type: none"> <li>• Relevance to task</li> <li>• Accuracy and coherence of the written text</li> <li>• Acquisition of business vocabulary and grammar</li> </ul>	Oral presentation of certain topics	<b>40 %</b>

#### 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**

French: Assoc. Prof. Alexandra Viorica Dulău, PhD  
German: Assist. Lect. Kovacs Reka, PhD  
Italian: Asist. Lect. Siana Sopon, PhD  
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Spanish: Assist. Lect. Paul Tița, PhD Cand.

**Date of approval**

**Signature of the Head of department**

**Conf.dr. Adina Negrușă**