

Syllabus

Subject

Subject / Group	20533 - English IV / 41
Degree	Double Degree in Business Administration and Tourism - Fifth year Degree in Tourism - Fourth year
Credits	6
Period	2nd semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Maria Nuria Borrull Cubo <i>Responsible</i> nuria.borrull@uib.es	10:00	11:00	Tuesday	09/09/2019	14/02/2020	despatx 4, segon pis/ Edifici Arxiduc Lluís Salvador
	12:15	13:15	Monday	17/02/2020	05/06/2020	despatx 4, segon pis/ Edifici Arxiduc Lluís Salvador

Context

Anglès IV is an elective subject which complements the training received in the previous English for Tourism courses (Anglès I, II and III). The materials used throughout the course have been designed at Level C1 (Advanced). The course has a look at the communication strategies needed to successfully perform in English when working in the MICE sector. Core course contents include: event planning; briefing peers; socializing and networking across cultures; web-site design briefs; writing reports and proposals; raising finance (sales pitch, sponsorship); and handling crisis and the Media.

Requirements

Essential

Anglès IV is a practical course. A PR and communication project for an event, entailing both team and individual work, will be developed during the course. Attendance to classes is, therefore, key to the successful running of the course. Students can only miss 20% of classes, i.e. 6 sessions, for unjustified reasons. Reasons for missing classes are only deemed justified when they comply with the criteria established by the *Facultat de Turisme*.

WARNING: Timetable clashes with other courses makes participation in the Anglès IV course impossible.



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Recommended

UIB's students of Tourism who would like to take the course should ideally have obtained a minimum grade average of 6 in previous English for Tourism courses.

International students should have a minimum B2 level of English as a Foreign Language.

Skills

Specific

- * CE-1 Achieve command of the English language at an intermediate level so that students can develop all language skills and use the specific vocabulary needed to perform effectively in the tourism sector.
- * CE-8 Achieve a command of foreign languages and attain the information technology skills needed to interact in the tourism market, i.e. collecting and analysing data, carrying out statistics and qualitative data analysis, making on-line bookings and using computer applications.
- * CE-14 Apply the knowledge, strategies, and techniques learnt throughout the degree courses to specific professional settings and, in so doing, show ability to perform in an ethic, responsible and highly professional way as a team-player in multidisciplinary team-work environments.

Generic

- * CG-4 Ability to communicate information, ideas, problems and solutions in tourism related settings to both specialist and non-specialist audiences.
- * CG-5 Develop the learning skills that are necessary to continue to undertake further study with a high degree of autonomy.
- * CG-2 Apply the acquired technical and methodological knowledge to their work in a professional way by integrating the various areas of knowledge covered in their degree in Tourism. Prove that competences have been acquired by being able to engage in tourism related discussions and develop problem-solving techniques.

Basic

- * You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

Content

Range of topics

- Unit 1. An overview of the events field.
 - 1.1. The structure of the event industry and types of events.
 - 1.2. Careers in events management.
 - 1.3. Event types 1: Incentive and fam trips
 - 1.4. Teamwork 1: Organizing a fam trip.
 - 1.5. English usage 1: Briefing and giving instructions.

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Unit 2. Events promotion 1.

- 2.1. Your PR campaign: Advertising techniques and promotional press releases.
- 2.2. The invitation process: Invitation emails and reminders.
- 2.3. Event types 2: The academic conference vs. the business conference.
- 2.4. Teamwork 2: Discussing your PR strategy.
- 2.5. English usage 2: Writing for impact.

Unit 3. Events promotion 2.

- 3.1. Internet language: Describing websites.
- 3.2. Event website essentials and storyboard.
- 3.3. Introduction to Wix.com.
- 3.4. Teamwork 3: Website design 1.
- 3.5. English usage 3: How to write a website.

Unit 4. Finding the right venue.

- 4.1. The needs of the business traveller.
- 4.2. Business hotels and conference facilities.
- 4.3. English usage 4: Describing the premises.
- 4.4. Reports and proposals 1.
- 4.5. English usage 5: Recommending and the Passive.

Unit 5. Event Design.

- 5.1. Conference programmes and checklists.
- 5.2. The role of DMCs.
- 5.3. Teamwork 4: Website design 2.
- 5.4. Reports and proposals 2.
- 5.5. English usage 6: Infinitive patterns; verbs followed by –ing form or infinitive.

Unit 6. Financing the event.

- 6.1. Sponsorship: Confusing terms.
- 6.2. Financial terms.
- 6.3. Raising finance: The sales pitch
- 6.4. Event types 3: Sales conferences, business seminars and product launches.
- 6.5. English usage 7: Persuasive language.

Unit 7. At the conference 1.

- 7.1. Socializing and networking.
- 7.2. Describing the local gastronomy.
- 7.3. Teamwork 5: Delivering the event on the day.
- 7.4. Event types 4: Major events.



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7.5. English usage 8: Relative clauses.

Unit 8. At the conference 2.

8.1. Types of risk and conference problems.

8.2. English usage 9: Hedging and diplomatic language in crisis management.

8.3. Planning and delivering a media statement. The role of the spokesperson.

8.4. Debriefing and getting feedback: follow up mails.

8.5. English usage 10: Speculating and criticizing. Concession.

Teaching methodology

In-class work activities (2.4 credits, 60 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory sessions	Large group (G)	The course methodological approach integrates theory and practice of the language and combines both inductive and deductive learning techniques. Theory modules will look at the grammar, specific vocabulary and text type features, reading and writing techniques, principles of pronunciation, cross-cultural issues and pragmatic knowledge that will enable students to perform successfully in a series of practical team-work sessions. Students will be provided with supplementary materials both for further training and remedial purposes.	22
Practical classes	Practical sessions	Medium group 2 (X)	Teamwork activities and case studies will be designed so that students carry out a series of assessable tasks. These tasks will put special emphasis on the language and communication strategies needed to plan and promote events and handle crisis situations at managerial level. All activities will integrate the four skills: reading, writing, speaking and listening; and students will be expected to use the language and specific vocabulary at an advanced level. Students will also learn about the language appropriateness and the behaviour expected in every professional setting. Exposure to the language will be reinforced by using the English language as the medium of instruction and classroom interaction.	24
ECTS tutorials	Class tutorials	Small group (P)	Group tutorials will be scheduled so that students can report on their progress and get feedback.	10
Assessment	Written exam	Medium group 2 (X)	A written test will assess the students' achievement of the course objectives regarding their reading, listening, and writing skills together with their knowledge of specific vocabulary. Students missing the written test will be allowed to re-sit it provided the reasons for their absence comply with the criteria established by the <i>Facultat de Turisme</i> .	2

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Modality	Name	Typ. Grp.	Description	Hours
Assessment	Oral exams	Small group (P)	<p>Oral tests will test the acquisition of both speaking skills and professional communication strategies.</p> <p>a) Short-talks (sales pitch, press release).</p> <p>b) Teamwork meeting simulations in which event-planning issues will be discussed.</p> <p>Students must do all the assessable oral tasks. Students missing any of the tests mentioned above will be allowed to re-sit them provided the reasons for their absence comply with the criteria established by the <i>Facultat de Turisme</i>.</p>	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (3.6 credits, 90 hours)

Modality	Name	Description	Hours
Individual self-study	Writing skills	<p>Developing writing skills:</p> <p>a) Writing press releases, e-mails, business proposals and reports.</p> <p>b) Writing scripts for a sales pitch and a media statement.</p>	20
Individual self-study	Oral skills, vocabulary and use of language practice	Students must work individually on the course materials designed for that purpose.	40
Group self-study	Preparatory work for team-work sessions	Students must work in groups and prepare materials for the team-work practical sessions so that results can be presented before the class in the practical contact sessions.	30

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Assesment criteria:

- a) Students can miss a maximum 20% of their clases (i.e. 6 sessions) in a term. Students missing over 20% of their classes won't be entitled to take any exams.
- b) Students must do all the oral tests to get an overall final grade for their speaking skills achievement (oral part).

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c) In order to successfully pass the course, students will need to get a pass in both the oral part (oral tests) and the written exam.

Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Written exam

Modality	Assessment
Technique	Objective tests (retrievable)
Description	A written test will assess the students' achievement of the course objectives regarding their reading, listening, and writing skills together with their knowledge of specific vocabulary. Students missing the written test will be allowed to re-sit it provided the reasons for their absence comply with the criteria established by the Facultat de Turisme.
Assessment criteria	Final written exam: Listening, writing, reading, use of English and vocabulary (40%). Students must successfully complete 50% of the final written exam.

Final grade percentage: 40%

Oral exams

Modality	Assessment
Technique	Oral tests (retrievable)
Description	Oral tests will test the acquisition of both speaking skills and professional communication strategies. a) Short-talks (sales pitch, press release). b) Teamwork meeting simulations in which event-planning issues will be discussed. Students must do all the assessable oral tasks. Students missing any of the tests mentioned above will be allowed to re-sit them provided the reasons for their absence comply with the criteria established by the Facultat de Turisme.
Assessment criteria	Test 1: Short-talk 1 (10%) Test 2: Short-talk 2 (10%) Test 3: Teamwork meeting simulation in small groups (30%) Students must do all the oral tests and get a minimum grade average of 6 (i.e. 30 marks out of 50).

Final grade percentage: 50%

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Writing skills

Modality	Individual self-study
Technique	Papers and projects (non-retrievable)
Description	Developing writing skills: a) Writing press releases, e-mails, business proposals and reports. b) Writing scripts for a sales pitch and a media statement.
Assessment criteria	Writing tasks include: the scripts for short-talks 1 and 2 and the writing tasks needed to develop the event's PR and communication project.

Final grade percentage: 10%

Resources, bibliography and additional documentation

Basic bibliography

No textbook will be used for the course. Dossiers and handouts for class and individual work will be available either at the copy shop or on the virtual classroom, and will be based on the following references:

Baade, K. et al (2009): Business Results Advanced. Oxford, Oxford University Press.
 Brook-Hart, G. (2007): Business Benchmark Advanced. Cambridge, Cambridge University Press.
 Bowdin, G. et al (2011): Events Management. 3rd Edition. Kidlington, Elsevier Butterworth-Heinemann.
 Cotton, D. et al (2001): Market Leader Upper-Intermediate. Harlow, Pearson Education Limited.
 Entrepreneur Press and Kimball C. (2011): Start Your Own Event Planning Business. 3rd Ed. Irvine, Entrepreneur Press Inc.
 Foley, M. and Hall, D. (2012): My GrammarLab Advanced C1/C2. Harlow, Pearson Education Limited.
 Vince, M. (2003): Advanced Language Practice with Key. English Grammar and Vocabulary. Oxford, Macmillan Publishers Limited.

Complementary bibliography

OTHER SUGGESTED GRAMMARS:

McCarthy, M. et al (2009): Grammar for Business. Cambridge, Cambridge University Press.
 Strutt, P. (1992): Longman Business English Usage. Harlow, Pearson Education Ltd.
 Strutt, P. (2010): Market Leader: Essential Business Grammar and Usage. Harlow, Pearson Education Limited.
 Swan, M. (1980,1995): Practical English Usage. Oxford, Oxford University Press.
 Thomson, A.J. y Martinet, A. V. (1986). A Practical English Grammar. 4^a Ed. Oxford, Oxford University Press.
 Yule, G. (2006): Oxford Practice Grammar Advanced. Oxford, Oxford University Press

SUGGESTED DICTIONARIES:

Gran Diccionario Larousse. Español-Inglés/Inglés-Español
 Collins Cobuild English Language Dictionary.
 Alcaráz Varó, E. y otros (2000): Diccionario de términos de turismo y de ocio. Inglés-Español/Spanish-English. Barcelona, Ariel Referencia.
 Castelo Montero, M. (2003): Diccionario comentado de términos financieros ingleses de uso frecuente en español. La Coruña, Netbiblo. S.L

ENGLISH FOR PROFESSIONAL PURPOSES:

Dignen, B. (2012): Communicating Across Cultures. Cambridge, Cambridge University Press.
 Mascull, B. (2010): Business Vocabulary in Use: Advanced. Cambridge, Cambridge University Press.
 Powell, M. (2011): Dynamic Presentations. Cambridge, Cambridge University Press.
 Thompson, K. (2007): English for Meetings. Oxford, Oxford University Press.
 Robinson, N. (2010): Cambridge English for Marketing. Cambridge, Cambridge University Press.



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SUGGESTED READINGS:

Ariely, Dan (2009): Predictably Irrational, Revised and Expanded Edition. New York, HarperCollins Publishers.

