

**UČNI NAČRT PREDMETA / COURSE SYLLABUS****Predmet:** Poslovni angleški jezik v turizmu**Course title:** Business English for Tourism

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Management turističnih podjetij, dodiplomski visokošolski strokovni	/	1	2
Tourism Enterprise Management, Undergraduate professional study programme, 1st level	/	1	2

**Vrsta predmeta / Course type**obvezni (v jezikovnem modulu)/ mandatory  
(in the language module)**Univerzitetna koda predmeta / University course code:**

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
30	/	30	/	/	120	6

**Nosilec predmeta / Lecturer:**

viš. pred. mag. Šarolta Godnič Vičič, lekt. mag. Tina Orel Frank

**Jeziki /****Languages:****Predavanja /****Lectures:**

angleški / English

**Vaje / Tutorial:**

angleški / English

**Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:**

Angleški jezik v turizmu I (B2)

**Prerequisites:**

English in Tourism I (B2)

**Vsebina:**

Učne cilje predmeta dosežemo z jezikovno obravnavo naslednjih tem: poslovne organizacije v turizmu, kariera v turizmu, inovacije v turizmu, spletno poslovanje, trženje in oglaševanje storitev, finančno poslovanje, poslovno komuniciranje (sestankovanje, pogajanja, poslovne predstavitve, korespondenca), odgovorni turizem, poslovne kulture, strokovno poročanje, učinki turizma, itd.

**Content (Syllabus outline):**

Course objectives are achieved via discussions of the following topics: *enterprises in tourism, careers in tourism, innovations in tourism, e-business, marketing and promoting services, finances, business communication (meetings, negotiations, business presentations, correspondence), responsible tourism, business cultures, business reports, impacts of tourism, etc.*

**Temeljni literatura in viri / Readings:**

Osnovna:

- (učbenik v pripravi) Godnič Vičič, Šarolta. 2016. Focus on Business English in Tourism. Portorož: UP FTŠ Turistica
- Orel Frank, Tina. (v pripravi). Business English in Tourism. Portorož: UP FTŠ Turistica.

Dopolnilna:

- Emmerson, P. Business Grammar Builder. Macmillan, 2010.
- Emmerson, P. Business Vocabulary Builder. Macmillan, 2009.
- Mascul, B. Business Vocabulary in Use. CUP, 2002
- Robins, S. Business Vocabulary in Practice, Collins Cobuild, 2003
- Vince, M. in P. Sunderland. Advanced Language Practice, Heinemann, 2004

- Strokovne revije, strokovna poročila in druga strokovna literatura.

### Cilji in kompetence:

Predmet Poslovni angleški jezik v turizmu ima cilj razvijati naslednje jezikovne zmožnosti:

- razumevanje strokovnih predavanj na poslovne teme in poslovnih predstavitev,
- razumevanje strokovnih in poslovnih besedil (novice, strokovna poročila, poslovne dokumente, članke o poslovnem svetu) v angleškem jeziku,
- tekoče, natančno in naravno izražanje v poslovne namene tako s tujci kot z maternimi govorci; aktivno vključevanje v strokovno razpravo in argumentirano zagovarjanje svojih stališč v angleščini v skladu z danimi okoliščinami; prilagajanje sloga in jezikovnega registra situaciji, sodelovanje v preprostejših poslovnih pogajanjih in aktivna udeležba na poslovnih sestankih,
- pisanje strokovnih besedil v primernem slogu in registru (poslovna pisma, kratka poročila, zapisniki sestankov in druga besedila),

Študenti bodo poleg tega še:

učili se razumeti in ceniti kulturno raznolikost, ozaveščali o etičnih in družbenih problemih ter se učili spoštovati druge,

- učili sodelovanja in dela v skupinah in spoznavali značilnosti dela v mednarodnem poslovnem okolju,
- učili se samostojne rabe raznih virov, npr. slovarjev, slovníc, jezikovnih in strokovnih priročnikov, ter pridobivanja podatkov iz strokovnih besedil v tujem jeziku,
- razvijali lastne strategije učenja,
- učili razumeti in spoštovati kulture angleško govorečih držav,
- spoznavali sociolingvistične in pragmatične zakonitosti rabe jezika,
- razvijali kritično mišljenje.

### Objectives and competences:

Business English for Tourism aims to develop the following language competences:

- comprehension of lectures on professional topics and business presentations,
- comprehension of professional and business texts (news, reports, business documents, articles about business),
- fluent, accurate and spontaneous communication for business purposes with native and non-native speakers of English; active participation in professional discussions by providing arguments for one's views, adjusting one's style to the register and the context of the situation, participation in simple negotiations and business meetings,
- writing texts in appropriate style and register (e.g. business letters, short reports, memos, minutes of meetings, etc.).

Students will also learn to

- understand and appreciate cultural diversity, and have a greater awareness of ethical and social concerns, and respect for others,
- cooperate and work in teams and understand features of work in international business settings,
- use resources such as dictionaries, grammar books, language and professional reference books autonomously as well as elicit information from professional texts,
- develop their learning strategies,
- understand and appreciate the cultures of countries where English is spoken,
- understand socio-linguistic and pragmatic rules of language use,
- think more critically.

### Predvideni študijski rezultati:

Študentih bodo

- razumeli strokovna predavanja v angleškem jeziku,
- razumeli strokovna in poslovna besedila v angleškem jeziku,
- tekoče, natančno in naravno izražali v poklicne namene tako s tujci kot z maternimi govorci; aktivno vključevali v strokovno razpravo in argumentirano zagovarjali svoja stališča v angleškem jeziku v skladu z danimi okoliščinami; prilagajali slog in jezikovni register situaciji, sodelovali v pogajanjih in na poslovnih sestankih,

### Intended learning outcomes:

Students will

- understand lectures on professional topics,
- understand extensive professional texts (guide books, news, articles and reports),
- communicate fluently, accurately and spontaneously for professional purposes with native and non-native speakers of English;
- participate in professional discussions by providing arguments for their views, adjusting their style to the register and the context of the situation, participate in negotiations and business meetings,
- write business texts in appropriate style and register (e.g. business letters, reports, etc.),

<ul style="list-style-type: none"> <li>▪ pisali poslovna besedila v primernem slogu in registru (poslovna pisma, poročila in druga besedila),</li> <li>▪ njihova jezikovna zmožnost pa bo na ravni B2-C1 (SEJO).</li> </ul> <p>Prav tako bodo</p> <ul style="list-style-type: none"> <li>▪ razvijali svojo senzibilnost do stališč in kultur, ki so drugačni od njihovih,</li> <li>▪ razvijali svojo zmožnost opazovanja, analiziranja in reševanja etičnih in družbenih problemov,</li> <li>▪ bolje sodelovali in delali v skupinah v mednarodnem poslovnem okolju,</li> <li>▪ samostojno uporabljali jezikovne in strokovne vire,</li> <li>▪ izboljšali lastne strategije učenja,</li> <li>▪ bolje razumeli in spoštovali kulture angleško govorečih držav,</li> <li>▪ poznali nekatere sociolingvistične in pragmatične zakonitosti rabe jezika,</li> <li>▪ bolj kritično razmišljali.</li> </ul>	<ul style="list-style-type: none"> <li>▪ students' language competences will be on B2-C1 (CEFR).</li> </ul> <p>They will also</p> <ul style="list-style-type: none"> <li>▪ develop greater sensitivity to perspectives and cultures other than their own,</li> <li>▪ develop skills in recognizing, analyzing, and resolving ethical and social problems,</li> <li>▪ better cooperate and work in international business teams,</li> <li>▪ use resources language and professional reference autonomously,</li> <li>▪ improve their learning strategies,</li> <li>▪ understand and appreciate the cultures of countries where English is spoken,</li> <li>▪ understand some socio-linguistic and pragmatic rules of language use,</li> <li>▪ think more critically.</li> </ul>
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#### Metode poučevanja in učenja:

Poučevanje in učenje poslovnega angleškega jezika v turizmu temelji na komunikacijskih metodah poučevanja, ki poudarjajo komunikacijske in kontekstualne vidike jezikovne rabe, njeno interaktivnost, upoštevajo potrebe študentov in uporabljajo avtentična gradiva. Del kontaktnih ur se lahko izpelje tudi v e-učilnici (do 10% kontaktnih ur).

#### *Posebnosti predmeta:*

Narava predmeta, ki ima za cilj izboljšati komunikacijske spretnosti študentov v tujem jeziku, narekuje delo v skupinah po 30 študentov. Predavanja in vaje se ves čas prepletajo.

#### Learning and teaching methods:

Teaching and learning methods of business English for tourism are based on communicative methods that focus on communicative and contextual aspects of language use, its interactivity, respects the needs of students and use authentic teaching materials. A part of contact hours (up to 10%) can be held in the e-learning classroom.

#### *Course specifics:*

Communicative teaching methods require teaching in groups of maximum 30 students. Lectures and tutorials are intertwined.

#### Načini ocenjevanja:

##### *Obveznosti študentov:*

Udeležba na kontaktnih urah iz tujega jezika je obvezna. Z drugimi obveznostmi (govorne predstavitve, naloge, poročila, portfolio), ki veljajo kot pogoj za pristop k izpitu, posamezni predavatelj seznanji študente na začetku študijskega leta.

##### *Oblike preverjanja in ocenjevanja znanja:*

Po dosegu pogojev za pristop k izpitu študent opravi pisni in ustni izpit (a). Uspešno opravljen pisni izpit je pogoj za pristop k ustnemu delu izpita. Za pozitivno oceno morata biti oba dela pozitivno ocenjena.

Možni so tudi alternativni načini ocenjevanja dela študentov (b), npr. s portfoliom, nalogami, predstavitvami. Z njihovimi oblikami in deležem, ki ga le-ti predstavljajo

Delež (v %) /  
Weight (in %)

a)  
pisni izpit 50%  
+ ustni izpit  
50%  
  
written exam  
50% + oral  
exam 50%

b)  
alternativno  
ocenjevanje  
20% + pisni  
izpit 40% +  
ustni izpit 40%  
  
alternative  
assessment  
20% + written

#### Assessment:

##### *Course requirements:*

Attendance of contact hours is obligatory. Students are informed about other requirements that have to met before they can sit for the exam at the beginning of the academic year (presentations, assignments, reports, portfolio).

##### *Assessment types:*

On fulfillment of requirements, there is a final examination that consists of a written and oral examination (a). To sit for the oral exam, students have to pass the written exam first. Alternative assessment types (b) are also possible, e.g. portfolio assessment. Students are informed about these alternative assessment types and their weight at the beginning of the academic year.

v končni oceni, učitelj seznanil študente na začetku študijskega leta.	exam 40% + oral exam 40%	
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**Reference nosilca / Lecturer's references:**

Viš. pred. mag. Šarolta Godnič Vičič:

1. GODNIČ VIČIČ, Šarolta. Ukročena Slovenija, podobe Slovenije v potopisnih člankih časopisa The Guardian. V: BREZOVEC, Aleksandra (ur.), MIKOLIČ, Vesna (ur.). *Turizem kot medkulturni dialog*. Portorož: Fakulteta za turistične študije - Turistica, 2010, str. 136-149. [COBISS.SI-ID [1240286](#)]
2. GODNIČ VIČIČ, Šarolta. Native and foreign places in travel writing : the Guardian travel section. V: BRDAR, Mario. *Space and time in language*. Frankfurt am Main [etc.]: P. Lang, cop. 2011, str. 313-327. [COBISS.SI-ID [1358814](#)]
3. GODNIČ VIČIČ, Šarolta. Variation and change in the grammatical marking of stance : the case of that-complement clauses in research articles. *ELOPE*, ISSN 1581-8918. [Tiskana izd.], 2015, no. 2, vol. 12, str. 9-28, doi: [10.4312/elope.12.2.9-28](#). [COBISS.SI-ID [59380322](#)]
4. GODNIČ VIČIČ, Šarolta. The difference a word can show : a diachronic corpus-based study of the demonstrative this in tourism research article abstracts. V: BAMFORD, Julia (ur.), CAVALIERI, Silvia (ur.), DIANI, Giuliana (ur.). *Variation and change in spoken and written discourse : perspectives from corpus linguistics*, (Dialogue studies, ISSN 1875-1792, vol. 21). Amsterdam; Philadelphia: John Benjamins Publishing Company, cop. 2013, str. 223-238, graf. prikazi. [COBISS.SI-ID [1536248004](#)]
5. JARC, Mojca, GODNIČ VIČIČ, Šarolta. The long and winding road to international academic recognition : the case of Slovene social sciences authors. V: STARC, Sonja (ur.). *Akademski jeziki v času globalizacije*, (Knjižnica Annales Ludus). Koper: Univerza na Primorskem, Znanstveno-raziskovalno središče, Univerzitetna založba Annales, 2012, str. 229-241, 322-323. [COBISS.SI-ID [1440734](#)]

Lekt. Mag. Tina Orel Frank:

1. OREL FRANK, Tina. Tourism slogans as country's contact to tourists. V: *Travelling languages : culture, communication and translation in a mobile world : conference proceedings*. Leeds: Metropolitan University, 2011, [14] f. [COBISS.SI-ID [1302750](#)]
2. OREL FRANK, Tina, ČEH, Živa. Creating Youtube videos in an ESP classroom with Net Generation students as a cultural briefing activity. V: STOJKOVIČ, Nadežda (ur.). *Vistas of English for specific purposes*. Cambridge: Cambridge Scholars Publishing, 2015, str. 183-196. [COBISS.SI-ID [1537745860](#)]
3. OREL FRANK, Tina, ČEH, Živa. Using the internet for developing intercultural competence in the Net-Gen generation. V: VIČIČ, Polona (ur.), IPAVEC, Vesna Mia (ur.), PLOS, Alenka (ur.). *Proceedings of the sixth International Language Conference on the Importance of Learning Professional Foreign Languages for Communication between Cultures, 19 and 20 September 2013, University of Maribor, Faculty of Logistics, Slovenia*. Celje: Faculty of Logistics, 2013, str. 230-235. [COBISS.SI-ID [1536183748](#)]
4. OREL FRANK, Tina. Neologisms in the language of tourism as indicators of innovativeness in tourism. *Academica turistica*, ISSN 1855-3303, nov. 2014, year 7, no. 2, str. 69-76, 205-206. [COBISS.SI-ID [1537161412](#)]
5. OREL FRANK, Tina. The importance of implementing creativity in generating ideas activities. V: LESJAK, Miha (ur.), BREZOVEC, Aleksandra (ur.), NEMEC RUDEŽ, Helena (ur.). *Innovative marketing of coastal destinations*. Koper: University of Primorska Press on behalf of Faculty of Tourism Studies - Turistica, 2013, str. 25-29. <http://www.hippocampus.si/ISBN/978-961-6832-46-5/index.html>. [COBISS.SI-ID [1511134](#)]