

Master Hôtellerie Internationale (M1 HI)

Titre du Cours : **Business English**

Course Title:

Heures : **20**

Lecture hours:

ECTS Credits: **1**

➤ **CONTENU ET OBJECTIFS PÉDAGOGIQUES DU COURS**
DESCRIPTION AND LEARNING OBJECTIVES OF THE COURSE

- This course is designed to assist students in improving their linguistic competencies in English through a two-pronged approach.
- Content-wise, it will provide a deep insight in some of the most in-demand areas of international tourism affairs. Related field-specific terms and grammar pitfalls will be examined in detail.
- Stylistically, participants will be informed of, and trained in, skills essential to optimizing performance in negotiating and presentation on a number of theoretical and practical tasks.
- In this manner, the course will foster improved theoretical and technical competencies in English relevant to success in an international academic and professional environment.

➤ **LISTE DES SUJETS OU RESUME DES SEANCES**
TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE

Structure

- I. Business related topics (content)
 - a. Intercultural meetings and teams
 - b. Sustainability and resources management
 - c. Hotel and tourism vocabulary and related topics
 - d. Grammar issues – polite forms, tenses and typical mistakes
- II. Negotiations and Business writing (style)
 - a. Theory, exercises, discussion and pair work
- III. Presentations (style)
 - a. Theory, exercises, discussion and individual or pair work

Syllabus

I. Business administration

a. Intercultural meetings

- i. IC Unit 2, 6 & 7: Socializing and teamwork
- ii. Formal and informal register – emailing & Co. p.40, 41, 89

b. Sustainability and resources management

- i. IC Unit 3: Do the right thing
- ii. BVU Unit 50: Green issues
- iii. BVU Unit 51: Climate change
- iv. BVU Unit 59: Sustainable development

c. Hotel and tourism vocabulary – individual and pair work + ESL Podcasts + High Season

- i. https://www.eslpod.com/website/show_podcast.php?issue_id=15670370
- ii. https://www.eslpod.com/website/show_podcast.php?issue_id=13850801
- iii. Customer satisfaction
- iv. Marketing and legal terms

v.

d. Accounting, finance and quality

- i. BVU Unit 45: Accounting standards
- ii. BVU Unit 13: Quality standards
- iii. BVU Unit 38: Financial performance

e. Grammar & vocabs – p.23, 24, 27, 33, 42, 51 (group activity), 54/55, 102, 105, 126, (HS)

II. Negotiations and Business writing

- a. (BB) 9.1, 9.2, 9.3, 9.4
- b. (IC) Vocabulary: Negotiations (p.130-131)
- c. (EN) Case studies

III. Presentations

- a. Phrases and vocabulary
- b. Persuading
- c. Presenting a project
- d. Describing trends
- e. Case studies

➤ **METHODES D’EVALUATION (CONTROLE CONTINU)** **EVALUATION AND GRADING**

- 100 points (based on attendance 10%, individual contribution in classroom 10%, midterm 30% and final examination 50%)

➤ **REFERENCES BIBLIOGRAPHIQUES**
BIBLIOGRAPHY

- Emmerson, Paul (2009). Business Builder: Teacher's Resource Series, Modules 7, 8, 9 – Presentations, Company, products and customer relations, Negotiations. Oxford: MacMillan Education. (BB)
- Mascull, Bill (2010). Business Vocabulary in Use: Advanced, Second Edition. Cambridge: Cambridge University Press. (BVU)
- Powell, Mark (2011). In Company: Upper-Intermediate Student's Book, Oxford: MacMillan Education. (IC)
- Lafond, C/ Vine, S/ Welch, B (2009). English for Negotiating. Berlin: Cornelsen Publishing House. (EN)
- Hading, Keith & Henderson, Paul (2000). High Season. Oxford: Oxford University Press (HS)