

Syllabus

Course description

Course title	Foreign Language 2 – Communication and Presentation Skills in Specialized Language - English
Course code	30169
Scientific sector	L-LIN-12
Degree	Tourism, Sport and Event Management
Semester and academic year	2nd Semester, 2024/2025
Year	1st year
Credits	3
Modular	No

Total lecturing hours	30
Total lab hours	-
Total exercise hours	40
Attendance	Highly recommended, but not required to pass the course
Prerequisites	/
Course page	https://www.unibz.it/it/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/

Specific objectives	educational	<p>The course is designed to acquire further language skills.</p> <p>This is a (B2+) English language course that caters to the specific language requirements of a Bachelor’s Degree in Tourism, Sport and Event Management, devoting appropriate attention to all four language skills: reading, writing, speaking, listening. The course is contextualized to both the general curriculum of the degree program and the specific linguistic demands of a career in the field of Tourism, Sport and Event Management.</p> <p>The course will be conducted entirely in English. Participants who meet the minimum requirements (B1) should expect to dedicate 4-6 hours per week towards coursework, including lectures.</p> <p>At the end of the course, students will be expected to be able to communicate at B2+ proficiency level effectively within their chosen academic fields, thus demonstrating they do not only possess the minimum English to succeed at the FUB, but are also capable of studying (and one day working) in an international context. The most important goal of the course is to guide the students in the development of learning strategies they will need to continue to improve their specialized English during their studies at the FUB and as life-long learners of English. By the end of the course students will have acquired the</p>
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necessary knowledge of specialized texts concerning economics and management of enterprises in the field of tourism, sports and events; of advanced and specialized lexicon to use in writing and in academic conversation; of the methods necessary to create effective professional presentations; of the foundations of intercultural rhetoric; of the most effective and professional methods useful to write a presentation letter and a CV; of the methods useful to prepare an effective job interview. Students will also be able to apply the knowledge and necessary skills to comprehend the cultural differences in verbal and non-verbal communication; to communicate efficiently in written form in every-day business situations considering different cultural aspects; to express complex ideas and events accurately using specific term for tourism, sports and events; to comprehend and use academic and non-academic publications and information sources; to communicate on a professional level with peers and to the public; to interpret and report on scientific texts; to write academic texts. Learners will also acquire the necessary skills to judge the appropriateness of register for formal (academic and professional) versus informal (amongst peers) contexts; judge the appropriateness of written genre for formal (academic and professional) versus informal (among peers) contexts; judge the appropriateness of spoken discourse patterns for formal (academic and professional) versus informal (amongst peers) contexts. As part of their Communication skills, students will acquire the ability to communicate in professional and academic contexts and present original work to the public in English; the ability to interact with native speakers and Advanced learners of English in a spontaneous and fluent way on topics related to Tourism, Sport and Event Management; the ability to express complex content and describe events in English using the language of Tourism, Sport and Event Management; the ability to interpret and summarize authentic academic texts related to Tourism, Sport and Event Management, the ability to write upper intermediate academic texts in English; the ability to give a formal academic presentation in English. As part of their learning skills, students will have learnt how to develop the advanced autonomous learning skills necessary to extend language learning to natural contexts, i.e. content courses in the TSE program, study abroad, internships, graduate study, future employment, and life experiences in English.

Lecturer	<p>Maria Chiara Rusca Mail: MariaChiara.Rusca@unibz.it Campus Bruneck-Brunico, 1st Floor – Professors Room 1.09; https://www.unibz.it/de/faculties/economics-management/academic-staff/person/38656-maria-chiara-rusca</p>
Scientific sector of the lecturer	L-LIN-12
Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134
Lecturing assistant	-
Teaching assistant	TBD
Office hours	-
List of topics covered	<ul style="list-style-type: none"> - Relevant grammatical structures and language skills through the B2+ level - Basic lexicon of Tourism, Sport and Event Management - The specialized language and language skills required for successful completion of the Tourism, Sport and Event Management degree program - The development of learning strategies they will need to continue to improve their specialized English during their studies at the FUB and as life-long learners of English. - The necessary knowledge of specialized texts concerning economics and management of enterprises in the field of tourism, sports and events - The advanced and specialized lexicon to use in writing and in academic conversation - The methods necessary to create effective professional presentations; - The foundations of intercultural rhetoric - The most effective and professional methods useful to write a presentation letter and a CV - The methods useful to prepare an effective job interview - The knowledge and understanding to comprehend the cultural differences in verbal and non-verbal communication - The knowledge and understanding to communicate efficiently in written form in every-day business situations considering different cultural aspects; - The knowledge and understanding to express complex ideas and events accurately using specific term for tourism, sports and events; - The ability to comprehend and use academic and non-academic publications and information sources

	<ul style="list-style-type: none"> - The ability to communicate on a professional level with peers and to the public and interpret and report on scientific texts and to write academic texts. - The necessary skills to judge the appropriateness of register for formal (academic and professional) versus informal (amongst peers) contexts; judge the appropriateness of written genre for formal (academic and professional) versus informal (among peers) contexts; judge the appropriateness of spoken discourse patterns for formal (academic and professional) versus informal (amongst peers) contexts. - The ability to communicate in professional and academic contexts and present original work to the public in English - The ability to interact with native speakers and Advanced learners of English in a spontaneous and fluent way on topics related to Tourism, Sport and Event Management - The ability to express complex content and describe events in English using the language of Tourism, Sport and Event Management - The ability to interpret and summarize authentic academic texts related to Tourism, Sport and Event Management, the ability to write upper intermediate academic texts in English - The ability to give a formal academic presentation in English. - The ability to develop the advanced autonomous learning skills necessary to extend language learning to natural contexts, i.e. content courses in the TSE program, study abroad, internships, graduate study, future employment, and life experiences in English
<p>Teaching format</p>	<p>The course will consist of student-centered communicative language tasks contextualized in the fields of Tourism, Sport and Event Management. Mobiles must be silent during lectures and used only for didactic purposes such as dictionary use.</p>
<p>Learning outcomes</p>	<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • of specialized texts concerning economics and management of enterprises in the field of tourism, sports and events; • of advanced and specialized lexicon to use in writing and in academic conversation; • of the methods useful to create effective professional presentations • of the foundations of intercultural rhetoric

- of the methods useful to write a presentation letter and a CV
- of the methods useful to prepare an effective job interview

Applying knowledge and understanding:

- To comprehend the cultural differences in verbal and non-verbal communication
- To communicate efficiently in written form in everyday business situations considering different cultural aspects
- To express complex ideas and events accurately using specific term for tourism, sports and events
- To comprehend and use academic and non-academic publications and information sources
- To communicate on a professional level with peers and to the public
- To interpret and report on scientific texts
- To write academic texts

Making judgments:

- Judging the appropriateness of register for formal (academic and professional) versus informal (amongst peers) contexts
- Judging the appropriateness of written genre for formal (academic and professional) versus informal (among peers) contexts
- Judging the appropriateness of spoken discourse patterns for formal (academic and professional) versus informal (amongst peers) contexts

Communication skills:

- Ability to communicate in professional and academic contexts and present original work to the public in English
- Ability to interact with native speakers and Advanced learners of English in a spontaneous and fluent way on topics related to Tourism, Sport and Event Management.
- Ability to express complex content and describe events in English using the language of Tourism, Sport and Event Management.
- Ability to interpret and summarize authentic academic texts related to Tourism, Sport and Event Management
- Ability to write upper intermediate academic texts in English
- Ability to give a formal academic presentation in English

Learning skills:

	<ul style="list-style-type: none"> Developing the advanced autonomous learning skills necessary to extend language learning to natural contexts, i.e. content courses in the TSE program, study abroad, internships, graduate study, future employment, and life experiences in English
<p>Assessment</p>	<p>Assessment will be based on a 120-minute written exam which is weighted 60 % of the final grade and a 10-minute oral exam which is graded 40% of the final grade, and which consists of a 5-minute presentation followed by a 5-minute Q&A session on the latter.</p> <p>The final written exam will consist of two Academic equally weighted parts of Academic writing: Part I - a report - and Part II a letter/email. The criteria of both assessments will be based on task response, accuracy, lexis, coherence and cohesion, and register. Detailed descriptions of the exams format can be found on the Reserve Collection.</p> <p>The assessment criteria for attending and non-attending students will be identical.</p>
<p>Assessment language</p> <p>Evaluation criteria and criteria for awarding marks</p>	<p>English</p> <p>Students will not be allowed to enroll for the written and oral exam until they have provided evidence of their B1 English proficiency to the Faculty of Economics and Management.</p> <p>In addition students must pass both parts of the written exam (i.e. at least 18/30 on both parts), before they can attend an oral exam, and they must pass the oral exam (i.e. 18/30) before receiving a final grade (i.e. at least 18/30). The learning outcomes will be evaluated in terms of accuracy, range and appropriateness of lexis, relevance of topics and answers, ability to summarize, critically evaluate, compare and contrast topic-specific data, clarity, coherence and cohesion of both the oral and written production, and awareness of formal and informal register and contexts.</p>
<p>Required readings</p>	<p>Course material will be made available via electronic reserves and students will be responsible for printing and bringing their own copies to each lesson.</p> <p>Students can refer to the following texts on line to consolidate learning throughout the course and to prepare for the written and oral exam.</p> <p>Students will also be required to study some texts throughout the course from time to time during private study.</p>

	<p>1. Cliffs Quick Review: Economics. Cliffs Notes, 1993. ISBN-10: 0822053241 Available Online: http://www.cliffsnotes.com/moresubjects/economics</p> <p>2. Cliffs Quick Review: Principles of Management. Cliffs Notes, 2001. ISBN-10: 076456384X Available Online: http://www.cliffsnotes.com/moresubjects/principles-of-management.</p> <p>3. Cliffs Quick Review: Accounting Principles I. Cliffs Notes, 1998. ISBN-10: 0822053098 Available Online: http://www.cliffsnotes.com/moresubjects/accounting/accounting-principles-i</p> <p>4. Cliffs Quick Review: Accounting Principles II. Cliffs Notes, 2000. ISBN-10: 0822053241 Available Online: http://www.cliffsnotes.com/moresubjects/accounting/accounting-principles-ii</p> <p>5. Cliffs Quick Review: Statistics. Cliffs Notes, 2001. ISBN-10: 0764563882 Available Online: http://www.cliffsnotes.com/math/statistics</p> <p>6. English for International Tourism New Edition Upper Intermediate Course book by Peter Strutt - Pearson Editions ISBN 978-1-4479-2391-6</p>
<p>Supplementary readings</p>	<p>Additional resources for study at home will be suggested during the course. It is also highly recommended that students acquire an advanced grammar book and an adequate monolingual and bilingual dictionary.</p>