Study program: M.Sc. Management in Tourism	
Course title: Business and Academic English	
Teacher(s): Dragana B. Vukovic Vojnović	
Course status: Elective (Module: Event Management in Tourism)	
ECTS Number: 6	
Prerequisite: Previous English B2+	

Course objectives:

Adoption and application of key academic and business terminology, written and oral registers and communication styles, and metadiscourse features of academic and business English. Training students for mobility in the European and international academic and business context, intercultural communication and successful presentation of national culture, relevant professional topics and personal achievements abroad in an international academic and business environment. Independent learning, developing a learning strategy and testing knowledge, as well as teamwork are encouraged. Acquisition of linguistic elements, functional expressions and vocabulary in accordance with the needs of the profession and in the academic environment.

Course outcomes:

On the basis of the course content, the students should develop

1. **General competence**: recognizing and mastering the characteristics of academic language and business language (summary, essay, report, project proposal, presentation), quick interpretation and critical analysis of professional texts, adoption of the rules of academic writing within the profession, mastering the analysis of spoken and written discourse and expression in the academic and business environment, autonomy in learning, mastering teamwork in pairs and groups.

2. **Subject-specific competence**: recognizing the characteristics of the style and structure of professional texts in English in the field of tourism, hotel management, management and marketing, development writing skills for coherent writing of texts of various genres relevant to the profession - essay, summary, report - analysis of graphic representation of data (description of tables, trends, etc. in English), business plan, development of critical thinking and adequate and powerful arguments in English. Presenting a selected topic in business English - presentation of a business plan and business idea or SWOT/TOWS analysis of an existing company or project. Application of previously learned and upgraded knowledge of professional vocabulary and functional-grammatical expressions at the B2 +/ C1 level. Competence in the use of vocabulary, critical approach to information sources and digital tools, participation in discussions and critical thinking, informal communication in academic and professional settings.

Course content:

 Lectures   - contrasting the characteristics of business and academic English with the mother tongue (similarities and differences), cultural aspects of English for profession. Analysis of professional texts from the aspect of primary (general understanding, prediction, *topic sentence, skimming* , etc.) and secondary level (critical reading, determining specific content, giving examples). Analysis of audio-visual forms of professional lectures on topics that are in the focus of interest of students within the selected module, as well as an analysis of oral audio-visual presentations of business and entrepreneurial ideas (from proven freely available online sources, e.g. *Stanford Graduate School of Business*). Analysis and recognition of different types of argumentations and the use of effective linguistic means to argue claims. Citing and paraphrasing in academic writing. Recognizing and understanding the content units of oral presentation, as well as appropriate expressions for the organization of presentation. Through the analysis of written and oral communication, certain peculiarities of academic and business language are found in the functional-grammatical, lexical and communicative aspects.

 Practical classes   - application of acquired theoretical knowledge through the development of oral and written tasks in the context of academic and business communication in tourism and hotel industry

- detailed analysis of genre characteristics of texts - organization of text, sentence, paragraph and chapter
- Application of the appropriate register with the aim of independently creating similar written forms
- Use of appropriate linguistic means to argue claims
- the application of certain metadiscourse markers characteristic of academic, oral and written expression. - Application of adequate vocabulary in academic and business contexts - specific collocations, phrasal verbs, expressions, word formation, metaphors and idioms
- Application of complex functional grammatical structures of sentences - participle clauses, metadiscourse markers, adequate application of previously acquired knowledge (tenses, conditionals, etc.)
- Proper application of spelling
- Writing essays on current topics in tourism and hospitality
- Writing reports and describing graphs
- Writing a summary of a scientific paper or short video lectures
 (e.g. https://www.ted.com/talks/chris_mcknett_the_investment_logic_for_sustainability)
- Presentation of a business idea or SWOT/TOWS analysis of an existing company or project

Discuss current issues and trends in the tourism and hospitality industry.

Recommended literature

Primary literature:

1 . Vukovic Vojnović, D. *Business and Academic English. Authorized manuscript* (in preparation)

Additional literature:

2 . Mascall, B. *Business Vocabulary in Use* - advanced, CUP

3 . Glasman-Deal, H., *Science Research Writing for Non-native Speakers of English* , London, ICP

4 . *Academic Word List* http://www.uefap.com/vocab/select/awl.htm

5 . Mol. H. *English for Tourism and Hospitality in Higher Education Studies,* 2008, Garnet Education

6 . *Oxford English Serbian Student's Dictionary* , OUP

7 . *Oxford Practice Grammar Advanced* https://elt.oup.com/student/practicegrammar/?cc = rs&selLanguage = en

8 . *Grammar and Vocabulary for Advanced* , Cambridge University Press, additional materials
https://www.cambridge.es/en/catalogue/exams/supplementary-material/grammar-and-vocabulary-for/advanced/
resources

9 . *Collins Online Dictionary* https://www.collinsdictionary.com/

10 . *Online Collocation Dictionary* https://www.freecollocation.com/

11 . Other authentic electronic sources (e.g. *https://www.unwto.org/; https://www.unesco.org/en)*

Number of teaching hours: 5	Lectures: 3	Practical classes: 2

Teaching methods

Lectures are combined with communicative, interactive practice with the use of computers and multimedia content, debates and discussions, the use of Moodle and Microsoft Teams platforms. Virtual cooperation with partner institutions and teamwork in an international environment.

Students are expected to actively participate in the classroom and think critically.

Assessment (maximum number of points 100)

Pre-examination assignments	Points	Final exam	Points
Activity during lectures	5	Written exam	30
Practical classes activity	5	Oral exam	30
Colloquium	30	....	
Seminars			