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| <b>COURSE TITLE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Business English in Tourism I</b>                                                                      |                            |
| Study programme                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Professional Graduate Study Management, module Destination Management</b>                              |                            |
| Lead instructor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity</b> |                            |
| Course status                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Elective</b>                                                                                           |                            |
| Year of study                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Year 2 (semester 3)</b>                                                                                |                            |
| Credits and mode of delivery                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | ECTS workload                                                                                             | <b>4</b>                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Number of hours (L+P+S)                                                                                   | <b>(30 L + 30 P + 0 S)</b> |
| <b>COURSE DESCRIPTION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                           |                            |
| <i>Course objectives</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                           |                            |
| <ul style="list-style-type: none"> <li>• To understand and explain key concepts from the course content using business English.</li> <li>• To comprehend and interpret a variety of authentic Anglo-American texts related to the covered topics.</li> <li>• To translate Croatian structures and terminology from specific economic domains into appropriate and grammatically correct business English.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                           |                            |
| <i>Course enrolment requirements</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                           |                            |
| <b>Students will continue with Business English as studied during their undergraduate programme. A corresponding level of proficiency is expected, i.e., at least B1 according to the Common European Framework of Reference for Languages (CEFR).</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                           |                            |
| <i>Expected learning outcomes</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                           |                            |
| <p><b>LO1: Raise awareness of the importance of business English in contemporary destination management.</b><br/> <b>LO2: Review and acquire basic tourism-related terminology in business English.</b><br/> <b>LO3: Effectively interpret and use Anglo-American conversational models aligned with tourism-related topics.</b><br/> <b>LO4: Practice and accurately express core language functions (offering/requesting, comparing, stating, arguing, cause and effect, suggesting, conditionality, etc.) in business English.</b><br/> <b>LO5: Critically evaluate and connect general knowledge of destination management in Croatian with selected content in business English.</b><br/> <b>LO6: Be prepared for independent basic tourism-related communication in English, with an awareness of Croatian national specifics within modern destination management.</b></p> |                                                                                                           |                            |
| <i>Course content</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                           |                            |
| <b>General topics will include globalization, international trade, entrepreneurship, innovation, destination management, accounting, tourism studies, hospitality, stock exchange, and banking. Students will read and interpret authentic, specialist texts in business English and systematically learn targeted professional vocabulary related to these themes. Specific topics will include: Croatian monumental/gastronomic heritage, job application/business interview, curriculum vitae (in Europass format), leaving/receiving messages, electronic communication (booking/cancellation), and letters of recommendation.</b>                                                                                                                                                                                                                                            |                                                                                                           |                            |
| <i>Assessment and evaluation of student work during classes and the final exam</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                           |                            |
| <b>Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                           |                            |