

SYLLABUS منهاج المادة التعليمية

Specialized foreign language

Domain: Economics, management and financial sciences (D06)

Filed : Commercial sciences

Specialization: Tourism and Hospitality marketing (M1)

Semester : 01

University year : 2024-2025

Presentation of the learning subject

Title: Specialized foreign language

Learning unit: horizontal

Number of credits: 01

Coefficient: 01

Weekly hourly volume: 1h30

Course (number of hours per week): /

Directed work (number of hours per week): 1h30

Practical work (number of hours per week): /

Responsible of the learning subject

First name, last name: Meriem Gouri, lecturer - B-

Email: meriem.gouri@univ-annaba.dz @gmail.com

Phone number : 07 74 99 29 01

Lesson time and location: Saturday (online) at 5:30 p.m to 7:00 p.m

Description of the learning subject

Prerequisites:

Students must have successfully completed the lessons of S1, S2, S3, S4, S5 and S6. They should have developed a strong understanding of the basic concepts related to their fields of expertise, namely, Economics, Trade, Accounting, Management, and Finance as well as improved their verbal communication skills.

Objectives:

General objective:

The student will be able to use their language skills (Speaking, Reading, Listening, and Writing), to communicate effectively and efficiently facing professional situations.

Specific objectives:

Student will be able to **define** the most important concepts in Tourism and Hospitality Marketing.

He will be able to **differentiate** between the terms relating to the topics.

He will be able to **apply** its language skills in different learning and real situations.

Content of learning subject

The first chapter: Services management

The second chapter: Hospitality Marketing

The third chapter: Tourism Marketing

The fourth chapter: Digital marketing tools in hospitality

The fifth chapter: Tourist behavior: theory & practice

Evaluation method

Nature of evaluation	Score	The evaluation percentage
Exam	00	00%
Personal works	08	40%
Groupe works	02	10%
Online Presence	08	40%
Physical Presence	02	10%
Total	20	100%

References

Essential reference :

Title	Author	Publishing house/year
English for Business Communication	Simon Sweeney	Cambridge University Press, Second Edition /2019

Support references

Title	Author	Publishing house/year
English for Business: Speaking	J. Schofield and A. Osborn	Harper Collins Publishers./2011
English for Business Studies: A Course for Business Studies and Economic Studies	Ian Mackenzie	Cambridge University Press, 3rd Edition/2010
Professional English Company to Company: A Task-based Approach to business emails, letters, and faxes	A. Littlejohn	Cambridge University Press, 4th Edition/2008

Planning

Week	Lesson content
Week 01	-Chapter 01: Services management
Week 02	-Chapter 01: Services management
Week 03	-Chapter 02: Hospitality Marketing
Week 04	-Chapter 02: Hospitality Marketing
Week 05	-Chapter 03: Tourism Marketing
Week 06	-Chapter 03: Tourism Marketing
Week 07	-Chapter 04: Digital marketing tools in hospitality
Week 08	-Chapter 04: Digital marketing tools in hospitality
Week 09	-Chapter 05 : Tourist behavior: theory & practice
Week 10	-Submit evaluation marks

أستاذة(ة) الأعمال الموجهة :

GOURI MERIEM قوري مريم

