

## SYLLABUS منهاج المادة التعليمية

### Specialized foreign language

**Domain:** Economics, management and financial sciences (D06)

**Filed :** Commercial sciences

**Specialization:** Tourism and Hospitality marketing (M1)

**Semester :** 02

**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 (Maître de conference)- B-

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

**Phone number :** 06 74 99 29 01

**Lesson time and location:** Thursday at 5:00 pm online

### 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: Managing Service Quality

The second chapter: Human resources management in tourism sector

The third chapter: Customer Relationships management

The fourth chapter: Brand Management

The fifth chapter: Geography of Tourism

### Evaluation method

Nature of evaluation	Score	The evaluation percentage
Exam	00	00%
Personal works	08	40%
Groupe works	03	15%
Online Presence	04	20%
Online participation	04	20%
Physical Presence	01	5%
<b>Total</b>	<b>20</b>	<b>100%</b>

### 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	Date
Week 01	Presentation of the program and the evaluation method	13/02/2025
Week 02	<b>-Chapter 01:</b> Management of Service Quality	20/02/2025
Week 03	Practice	27/02/2025
Week 04	<b>-Chapter 02:</b> Management of human resources in tourism sector	06/03/2025
Week 05	Practice	13/03/2025
Week 06	<b>-Chapter 03:</b> CRM	20/03/2025
Week 07	Practice	10/04/2025
Week 08	<b>-Chapter 04:</b> Brand destination	17/04/2025
Week 09	Practice (Physical presence) <b>-Chapter 05:</b> Geography of Tourism	24/04/2025
Week 10	<b>-Submit evaluation marks</b>	04/05//2024

أستاذة الأعمال الموجهة :

GOURI MERIEM قوري مريم

