



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|------------|---|---|---------------------------------|---|------------|---|
| Course Title | | English For Business Life | | | | | | | |
| Course Code | | REH308 | | Couse Level | | First Cycle (Bachelor's Degree) | | | |
| ECTS Credit | 3 | Workload | 75 (Hours) | Theory | 2 | Practice | 2 | Laboratory | 0 |
| Objectives of the Course | | Giving the participant the skills and courage to communicate in a foreign language. Reinforcement of communication skills, especially listening to authentic English texts, listening comprehension and speaking practices. To provide the basic skills of preparing a resume and a letter of intent for students applying to master's programs in English-medium institutions. | | | | | | | |
| Course Content | | Foreign language skills and structures that students may need in professional work life are taught. | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Demonstration, Discussion, Individual Study | | | | | |
| Name of Lecturer(s) | | | | | | | | | |

Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1 | 40 |
| Final Examination | 1 | 60 |

Recommended or Required Reading

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| 1 | Career Paths Tourism |
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| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | Introduction to the course |
| 2 | Theoretical | Changing And Planning Careers |
| 3 | Theoretical | Leader Types, Vocabulary related to different types of leaders |
| 4 | Theoretical | Sample Resume/CV. |
| 5 | Theoretical | Business Meetings and Vocabulary related to them |
| 6 | Theoretical | Difficult conversations at work and related Vocabulary: e.g. firing someone, refusing to lend money to someone, dealing with a very upset customer, etc. |
| 7 | Theoretical | Crisis management at work and related vocabulary: USEFUL EXPRESSIONS FOR SOLVING COMMUNICATION PROBLEMS |
| 8 | Theoretical | General Revision |
| 9 | Theoretical | Writing Cover Letter |
| 10 | Theoretical | Receiving and Answering Formal Emails |
| 11 | Theoretical | Making Effective Presentations at work |
| 12 | Theoretical | Visually supported presentation on a given topic. |
| 13 | Theoretical | Visually supported presentation on a given topic. |
| 14 | Theoretical | General Review |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 0 | 2 | 28 |
| Lecture - Practice | 14 | 0 | 2 | 28 |
| Assignment | 7 | 1 | 1 | 14 |
| Midterm Examination | 1 | 1 | 1 | 2 |
| Final Examination | 1 | 2 | 1 | 3 |
| Total Workload (Hours) | | | | 75 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 3 |
| *25 hour workload is accepted as 1 ECTS | | | | |



Learning Outcomes

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|---|---|
| 1 | Developing English speaking practice. |
| 2 | Understanding the principles of resume and cover letter writing in English and acquiring skills in their writing. |
| 3 | Ensuring effective communication in dialogues and presentations in business life. |
| 4 | Development of vocabulary related to English vocational terms. |
| 5 | To be able to organize their knowledge to write resumes/CVs, job application letters, reports on informative and evaluative matters |

Programme Outcomes (Tourism Guiding)

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|----|---|
| 1 | To have scientific and professional ethical values |
| 2 | To gain the ability of analytical and critical thinking |
| 3 | To have an awareness of requirement of gaining lifelong new knowledge and skills |
| 4 | To know the basic concepts about tourism sector |
| 5 | To comprehend relationship between tourism and natural, cultural and social environment |
| 6 | To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate |
| 7 | to be able to use the second foreign language at medium level. |
| 8 | to have the ability of doing team work. |
| 9 | To gain the ability to use information technologies in his/her field at a good level. |
| 10 | To gain administrative knowledge and ability in his/her field. |
| 11 | To be competent on the subject of human relations and behaviours which are required in tourism industry |
| 12 | To be able to track the trends in his/her field. |
| 13 | To have knowledge and ability on the subjects required for his/her profession. |
| 14 | To have comprehensive knowledge required for his/ her profession about other tourism services |
| 15 | To have enough knowledge about culture and customs of his/her own country. |
| 16 | To have enough knowledge about different cultures and customs. |

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

| | L1 | L2 | L3 |
|-----|----|----|----|
| P1 | 2 | 1 | 1 |
| P2 | 2 | 2 | 1 |
| P3 | 1 | 2 | 2 |
| P4 | 5 | 5 | 5 |
| P5 | 3 | 3 | 4 |
| P6 | 5 | 5 | 5 |
| P7 | 3 | 1 | 1 |
| P8 | 1 | 1 | 1 |
| P9 | 2 | 4 | 1 |
| P10 | 1 | 2 | 1 |
| P11 | 1 | 1 | 1 |
| P12 | 2 | 4 | 2 |
| P13 | 5 | 5 | 5 |
| P14 | 3 | 3 | 4 |
| P15 | 2 | 5 | 4 |
| P16 | 1 | 3 | 3 |

