



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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		The aim of this course is to provide the students the required qualifications to become a professional tour guides. The course level , terms of CEF –Common European Framework-is B2.							
Course Content		To be able to gain the skills to present historical sites in the Anatolian Tour.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Individual Study					
Name of Lecturer(s)		Ins. Büşra HAFÇI YORULMAZ							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Career Paths Tourism
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Week	Weekly Detailed Course Contents	
1	Theoretical	Requesting for Information
2	Theoretical	Sending Information
3	Theoretical	Price Change Notice
4	Theoretical	Sample Resume/CV.
5	Theoretical	Covering Letter for Resume/CV.
6	Theoretical	Letter of Reference
7	Theoretical	Resignation Letter
8	Theoretical	Lay-off Letter
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Letter of Invitation
11	Theoretical	Internal Memo 1
12	Theoretical	Internal Memo 2
13	Theoretical	Useful Glossary for Business Correspondence,Bargaining,Marketing,Meeting,Selling BusinessCorrespondence,,Bargaining,Marketing,Meetings,Selling
14	Theoretical	Job Application Letter
15	Theoretical	General Review
16	Final Exam	Final Exam

### 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*] = <b>ECTS</b>				3
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To be able to recognize the skill of presenting him/herself and to make a speech to groups
2	To be able to use English in terms of culture, religion and folklore
3	To be able to apply pronunciation skills
4	To be able to read and comment on all types of texts, such as news, articles, essays, reports of evaluation and reports of information
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)

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

