

STUDY SUBJECT DESCRIPTION
BUSINESS LANGUAGE

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
Management of Tourism Services	Compulsory	1 st	1 st year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
1 st	5 ECTS	English	Face-to-face (e-learning, if needed)
Learning outcomes		Study methods	Assessment methods
After completion of the study subject, a student should be able to: LO 1 collect, systematise, analyse and assess information preparing and managing business documents in a tourism service company; LO 2 know the business document preparation standards, management principles and be able to apply them in practice; LO 3 express own ideas in a fluent and reasoned way, use spoken and written language of the business environment in an appropriate and correct way; LO 4 analyse the structure of business texts, make arguments properly, create a professional text, considering changes in the business environment; LO 5 present information to clients and business partners in a persuasive way, applying the business language culture standards, ethical principles and values, be able to present the prepared work fluently; LO 6 understand the importance of the language culture in the field of tourism business and be able to apply the fundamentals of the general language in the modern business environment; LO 7 properly use the normative vocabulary, grammatical forms and syntactic constructions of the tourism services business language, be able to present the content of texts in the field of tourism business in clear sentences; LO 8 apply principles of business written and oral communication, be able to communicate with the media, presenting a business enterprise of tourism services;		Lectures; Group work; Interpretation of concepts; Discussion; Analysis of documents; Business correspondence practicals; Preparation of presentations; Role-play.	Test; Project work; Presentation of the project work.

LO 9	use business information and regulatory language sources.		
Prerequisites (these courses must have successfully completed before s/he can take this course)			
-			
Course content			
1. Business language subject matter, significance of standard language usage. The main concepts of document management. 2. General pronunciation standards and violations. Phonetic language processes, their application in the business environment language. The most important regular stressing requirements and violations. 3. Rules of performance documentation preparation. Constituent parts of the business environment documents. 4. Vocabulary rules and violations. Business environment vocabulary and terminology. 5. Science and professional business language peculiarities. Term definition, structure and formation ways. 6. Business correspondence. Effective business communication in writing principles and linguistic means of expression. 7. Usage of subject business language grammar forms. 8. Building syntactically regular sentences in the business environment texts. 9. Language in e-space. Language etiquette. 10. Presentation of the project work.			
Recommended or required reading and other learning resources/tools			
1. Kazlauskienė A. ir kt. 2010. Bendroji ir specialybės kalbos kultūra. 2. Celiešienė V. ir kt. 2008. Profesinės kalbos pagrindai. https://www.ebooks.ktu.lt/eb/81/profesines-kalbos-pagrindai/ 3. Baltrūnienė V. 2017. Dokumentų valdymo normos ir tvarkyba. 4. Grigonienė R., Žemienė A. 2014. Dokumentų valdymas. Veiklos, personalo ir elektroniniai dokumentai			