

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-210304</b>	<b>SEMESTER</b>	3rd
<b>TITLE</b>	<b>ENGLISH I</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	5
<b>COURSE TYPE</b>	GENERAL BACKGROUND		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>			

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>The course aims to teach students English, as it works in the professional environment, mainly in administration, economics, commerce, and tourism. It combines the study and creative evaluation of texts of different types of the workplace as well as the active participation and discussion by students, group work, and exercises that will help them in the fullest possible understanding of communication in this context. Students after the course will be able to:</p> <ol style="list-style-type: none"> <li>1. <b>KNOWLEDGE:</b> recognize and identify the needs of their respective work environment. To combine and adequately cope with any professional obligation.</li> <li>2. <b>UNDERSTANDING:</b> distinguish special terms of the profession in English, generalize knowledge and enrich their vocabulary.</li> <li>3. <b>APPLICATION:</b> examine real circumstances, so that they can cover in many ways an issue that comes from various professional fields (e.g., administration, economy, trade, tourism).</li> <li>4. <b>ANALYSIS:</b> combine specialized cases, which are in the form of scenarios. They develop a variety of written or acoustic exercises, combine role-playing games and discussions, to more effectively develop the ability to challenge the business world, forming a strong professional identity.</li> <li>5. <b>COMPOSITION:</b> compose articles and letters of apologetic or informative character, reconstruct the appropriate arguments in the respective communication situation in the workplace.</li> </ol>

6. EVALUATION: support the English business terminology, to evaluate the problems effectively so that they are more creative and autonomous, more efficient and cooperative due to the good fluency they will acquire in the language.

#### General Skills

- Search, analysis and synthesis of data and information, using the necessary technologies
- Adaptation to new situations
- Autonomous work
- Teamwork
- Work in an international environment
- Work in an interdisciplinary environment
- Project design and management
- Respect for diversity and multiculturalism

### 3. COURSE CONTENT

1. Introduction to business English. Purpose, necessity.
2. Reading and understanding articles, analysis.
3. Professionals in the field and their daily activity.
4. The first steps in the workplace: adaptation in the workplace.
5. Professional interview and the writing of the CV and the cover letter.
6. View speeches of professionals in the field.
7. Presentation of the future professional identity in the workplace and types of professions.
8. Writing employment letters and other professional documents.
9. Business meetings: topics, purpose, presentation.
10. Professional presentations: topics, goals, ways of management.
11. Business English and the use of technology.
12. E-commerce and the use of the English language.
13. Modern marketing and social media in English.

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	In the classroom Face to Face teaching, Distance learning with modern and asynchronous tools	
<b>ICT USE</b>	Use of ICT in teaching (Moodle, office, etc.) in teaching (projections and slide shows) as well as in communication with students.	
<b>TEACHING ORGANIZATION</b>	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Case studies	70
	Project assignment	41
	Total	150
<b>ASSESSMENT</b>	The language of the assessment is ENGLISH. As a	

formative method of assessment is the elaboration of assignments by students which they submit on intermediate dates of the semester. Written or online tests at the end of the semester are used as a Concluding Assessment, which may include multiple-choice questions, short answer ones, comprehensive answer questions, or True/ False ones. The final grade is the sum of the formative and concluding assessments of the students. The evaluation criteria have to do on the one hand with the assignments to the extent that the students proceed to the elaboration of the assignment and perform the technical requirements and on the other hand with the final examination in the achievement of the Learning Outcomes described above. For each Assessment Method, the grade is distinguished next to the question and is known to the students. After the grades are issued, students can come to the teacher's office to discuss their performance.

## 5. REFERENCES

### ***-Suggested bibliography:***

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#### **English of Science-Business Studies 1-2 and Methodology of Writing Scientific Papers.**

Book code in Eudoxus: 102070271

Authors: Mol Hans, Collie Joanna, McCormack Joan, Slaght John.

#### **English in Economics, Management, Accounting, Finance, and Informatics.**

Book code in Eudoxus: 86201377

Authors: Adams John, Fitzgerald Patrick, McCullagh Marie, McLisky Marie, Roberts Mark, Scott Roger, Tabor Carol.

### ***-Related scientific journals:***

- International Journal of Contemporary Hospitality Management
- Journal of Hospitality and Tourism Research
- Journal of Travel & Tourism Marketing
- Journal of Quality Assurance in Hospitality & Tourism
- Journal of Sustainable Tourism Management