

SYLLABUSSTATE UNIVERSITY OF APPLIED SCIENCES**Course: Specialist Language for Business, Tourism and Marketing**

<b>Faculty:</b>	English Philology						
<b>Speciality/specialization:</b>	Translation						
<b>Unit hosting the Faculty</b>	Institute of Humanities						
<b>Practical course profile</b>							
<b>Course language:</b>	English/Polish						
<b>Course category:</b>	Specialist						
<b>Academic year: Enrollment year 2020/2021</b>					<b>Semester: 3,4 and 5</b>		
<b>Number of hours required to complete the course in full time-mode:</b>							
Total	lecture	ACTIVE FORMS					
		classes	projects	labs	workshops	seminars	professional training
45		45					
<b>Method of carrying out all active forms of classes:</b>		Classes are conducted in a PUZ teaching room and on the Moodle and MS Teams platforms.					

<b>Specification of introductory courses with prerequisites:</b>	The requirement: proficiency of English - B2 level.
<b>Educational goal:</b>	<p>Developing linguistic skills in terms of understanding and writing texts related to 3 industries: tourism, business and marketing.</p> <p>Objectives of the classes:</p> <ul style="list-style-type: none"> <li>- enriching the students' vocabulary (in terms of specialist vocabulary in the areas mentioned above),</li> <li>- equipping students with knowledge in the area of the so-called translator's workshop and translation process,</li> <li>- developing the skills of efficient use of source materials, including those available online (dictionaries, forums for translators),</li> <li>- developing the ability to translate various types of specialized texts (thematically related to the above-mentioned industries).</li> </ul>
<b>Learning outcomes (course-related):</b>	<p><b>Knowledge:</b></p> <p><b>The Student:</b></p> <ul style="list-style-type: none"> <li>- identifies and explains general terminology [K_W03]</li> <li>- has ordered general knowledge, including terminology and methodology in the field of translation theory [K_W04]</li> <li>- distinguishes and illustrates the rules of English grammar and stylistics in the context of vocabulary in the field of specialist vocabulary at the B2 /C1 level [K_W05]</li> <li>- has basic knowledge of the interpretation of general texts in terms of their translation and understands the basic methods of their critical analysis [K_W07]</li> <li>- has basic orientation in the contemporary cultural life of the English-speaking countries and Poland; recognizes and is able to characterize selected cultural, social and legal institutions [K_W08]</li> </ul>

	<p><b>Skills:</b></p> <p><b>The Student:</b></p> <ul style="list-style-type: none"> <li>- has knowledge of English at the B2/C1 level [K_U01]</li> <li>- can analyze the text for translation using basic methods, taking into account the social and cultural context, uses the views of other authors [K_U03]</li> <li>- recognizes the basic types of specialist texts in the field of finance, banking, law and medicine [K_U04]</li> <li>- constructs precise and consistent written and oral statements in English on general topics [K_U05]</li> <li>- has basic skills in the area of interpretation and translation from English into Polish and from Polish into English [K_U08]</li> <li>- searches for, analyzes, selects and uses specialist information from various - both electronic - Internet and traditional paper sources - using computer tools [K_U09]</li> <li>- has basic analytical skills (problem formulation and analysis, selection of methods and tools, preparation and presentation of results) allowing to solve problems within the scope of translation [K_U12]</li> </ul> <p><b>Social competences:</b></p> <p><b>The Student:</b></p> <ul style="list-style-type: none"> <li>- can work independently [K_K01]</li> <li>- can work in a group, assuming various roles in it [K_K01]</li> <li>- understands the need to learn throughout life [K_K02]</li> <li>- appropriately defines the priorities for the implementation of the adopted translation project [K_K03]</li> <li>- is oriented at identifying and resolving dilemmas related to the profession of translator of specialist texts [K_K04]</li> <li>- has communication, social, interpersonal and intercultural skills, which predispose to work in translation agencies [K_K07]</li> </ul>
<p><b>Full course description/ syllabus content:</b></p>	<p>1. Exercises expanding the range of specialist vocabulary in the following areas: tourism, business, marketing.</p>

	2. Using databases, lexicographic and terminographic resources, linguistic corpora, traditional dictionaries, on-line dictionaries, the PWN Language Advisory Forum, forums for translators, etc.				
	4. Analysis and interpretation and/or creation of specialist texts related to the above-mentioned fields.				
<b>Methods of conducting classes:</b>	An original method developed by the Lecturer and involving first working in groups and pairs, and then proceeding to individual work, including the following elements:  - multimedia presentations  - use of films and materials available on the Internet  - text analysis with discussion  - brainstorm  - vocabulary development games  - work in groups, work in pairs, individual work  - assessment of the effects of work using the "peer review" method				
<b>Student workload/ECTS points</b>  FULL-TIME STUDIES: 1) included in the working hours: - lecture: - active forms: 2) not included in the working hours: - direct consultations: - e-mail consultations: - e-learning consultations - exams and forms of passing the course I. PART-TIME STUDIES: 1) included in the working hours: - lecture - active forms 2) not included in the working hours: - direct consultations - e-mail consultations - e-learning consultations - exams and forms of passing the course	<b>Forms of activity</b>	<b>Average number of hours to complete the activity</b>			
		Full-time studies		Part-time studies	
		L	AF	L	AF
	<b>Number of hours with the participation of an academic teacher</b>		45		
	<b>Hours without the participation of an academic teacher:</b>		25		
	1. Preparation for classes, including studying the recommended literature		10		
	2. Processing of the results/ preparation for the exam, tests, other		10		
	3. Preparation of a report, presentation, discussion		5		
	<b>Total</b>		70		

	Total number of ECTS points for the method of classes				
	Total number of ECTS points for the course	3			
Form and method of passing, assessment criteria or requirements	Method of passing the course:  Passing with a grade				
	Forms of passing the course:    Final grade granted on the basis of partial grades obtained in a given semester.				
	Basic criteria:  - Presence and participation in classes  - Positive evaluations of written works				
Literature list:	Compulsory literature:  1. Lecturer's own materials made available to the students.  2. Biblioteka Profesjonalisty, <i>Marketing</i> , Peter Collin Publishing, 2001.  3. Biblioteka Profesjonalisty, <i>Business</i> , Peter Collin Publishing, 2001.  4. Biblioteka Profesjonalisty, <i>Hotel business and Tourism</i> , Peter Collin Publishing, 2001.				
	Supplementary literature:  1. Macpherson Robin, <i>English for Writers and Translators</i> ; Wydawnictwo Naukowe PWN, 1998.  2. Korzeniowska Aniela, Piotr Kuhiwczak, <i>Successful Polish-English Translation, Tricks of the Trade</i> , Wydawnictwo Naukowe PWN, 2005.				
Names of person/persons who prepared the course description: Magdalena Machcińska-Szczepaniak					