



The University of Jordan
Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Tourism correspondence in English
2	Course number	5301342
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	English in tourism (5301340)
5	Program title	Travel and Tourism Management
6	Program code	01
7	Awarding institution	University of Jordan
8	Faculty	Tourism and Hospitality
9	Department	Travel and Tourism Management
10	Level of course	4
11	Year of study and semester (s)	2 nd semester/2015
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	None
14	Language of Instruction	English
15	Date of production/revision	2 nd semester/2015

16. Course Coordinator:

Mohammad M. Alazaizeh, Ph.D.
 Office No. 213
 Office hours: Sun, Tue, Thu 11:00 – 13:00
 Email: m.alazaizeh@ju.edu.jo

17. Other instructors:

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18. Course Description:

This course concentrates on learning the various types and styles of tourism correspondence between travel agencies, or between travel agencies and tourists, or between hotels and tourists, or between any institution and individual related to tourism. It focuses on the writing skills of the various formats needed for such correspondence.

19. Course aims and outcomes:**A- Aims:**

This course aims to help the students become a successful member of an office team. It helps students learn how to write clear and effective letters, faxes, memos, and emails by using the common expressions and procedures used in tourism and hospitality business.

B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to:

- Create successful human relations through effective writing communications.
- Develop[effective communication through use of accurate grammar, spelling, and letter form.
- Analyze various types of actual business correspondence currently used in the tourism and hospitality field.
- Demonstrate ability to use the fundamentals of effective communication in tourism and hospitality field.
- Prepare and represent materials that will demonstrate ability to use the fundamentals of effective writing communications.

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction to the course	1 st	Mohammad Alazaizeh			
Business communications: an introduction					
Business writing	2 nd				
Business English	3 rd				
Quality matters	4 th				
Punctuation and grammar	5 th				
Writing tips for everyday business	6 th				
Components of envelopes, letter, email, fax and memo	7 th				
Making enquires: Letter layout, the date, opening/closing a letter, subject headings	8 th				
Business prospects: Attachments, parts of a message, beginning and ending a message, email conventions	9 th				
Contacting customers Referring, giving good/bad news, saying what you can/cannot do, giving reasons	10 th				
When things go wrong: Letter layout, the date, making mild complaints, making a point, warning, making strong complaints	11 th				

Getting things done: Requesting action, apologizing, faxes	12 th				
Maintaining contact: Personal business letters and emails, opening/closing, inviting accepting and declining	13 th				
Customer services: Informal business letter, informal writing style, replying to complaints, advising customers	14 th				
Product promotion: Arranging and confirming meetings, placing orders, circulars, revision and consolidation	15 th				

21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

- Lectures.
- In-class discussion.

22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

- Take-home assignments.
- In-class quizzes.
- Mid-term and final exams.

23. Course Policies:

A- Attendance policies:

- It is expected that each student will be present on each class day having completed the reading or other assignments. If you do not come or are not prepared, you will not be able to participate effectively and your grade will suffer accordingly.
- University attendance policy is in effect and students are expected arrive before the beginning of class and attend all lectures.
- A student should not absent from more than 15% of the total number of meeting prescribed for the course.
- If the student absented more than 15% of the total number of meeting prescribed for the course without medical or compelling excuse acceptable by the dean, s/he will not be allowed to take the final exam, and her/his grade shall be zero (F). Accordingly, the student must re-take the course if it obligatory.
- In the case of approved excuse, the student are not allowed to absent more than 20% of the total number of meeting prescribed for the course.

- Students are asked to inform the instructor of absences in advance whenever possible.
- In the event of an absence, the student is responsible for all missed material.

B- Absences from exams and handing in assignments on time:

- Attendance at exams is required for all students.
- Unexcused absence will be reported as a failure (F).
- Make-up exams only will be offered with acceptable excuse.

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

Plagiarism is the unacknowledged use of another person's labor, another person's ideas, another person's words, and another person's assistance. Normally, all work done for courses -- papers, examinations, homework exercises, laboratory reports, oral presentations -- is expected to be the individual effort of the student presenting the work. Any assistance must be reported to the instructor. If the work has entailed consulting other resources -- journals, books or other media -- these resources must be cited in a manner appropriate for this course. It is the instructor's responsibility to indicate the appropriate manner of citation. Everything used from other sources -- suggestions for organization of ideas, ideas themselves, or actual language -- must be cited. Failure to cite borrowed material constitutes plagiarism.

E- Grading policy:

- Mid-term exam 30%
- Assignments and Quizzes 20%
- Final Exam 50%

F- Available university services that support achievement in the course:

24. Required equipment:

None

25. References:

A- Required book (s), assigned reading and audio-visuals:

- Littlejohn, A. (2005) *Company to Company: A Task-based Approach to Business Emails, Letters, and Faxes*. Cambridge: Cambridge University Press.
- Kuriniawati, R. (n.d.) *Business Correspondence for Tourism and Hospitality*.

B- Recommended books, materials, and media:

- Supplementary readings may be distributed in class or otherwise made available to you. Students will be responsible for reading all assigned materials prior to class.

26. Additional information:

Name of Course Coordinator: Mohammad M. Alazaizeh Signature: ----- Date: 02/04/2015

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: Mohammad M. Alazaizeh Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: Ziad Al Rawadieh Signature: -----

Copy to:

Head of Department
Assistant Dean for Quality Assurance
Course File