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## Business German For The Management Tourism Students

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### Abstract

The Department of Applied Linguistics provides foreign language teaching for students of tourism management. In German and English teaching of language, cultural studies, history, literature and culture takes place. For those interested in optional teaching of French, Spanish, Italian, Russian is also provided. Business German for management tourism students is being taught in two-hour-per week lessons for 4 terms as a facultative subject. The teaching proceeds with the support of on-line courses, the face-to face teaching is realized once in a fortnight. It is a case of blended learning. The on-line course mentioned is made in virtual BlackBoard environment. It is therefore possible to work with it everywhere, where there is a connection and access to the internet.

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### 1. Introduction

Faculty of Informatics and Management is a modern school that develops promising fields and works closely with bodies from practice. Faculty also develops cooperation with many domestic and foreign faculties and offers its students a wide range of study abroad.

The faculty has more than 2,400 students in three study programs. International cooperation is successfully developed. Within the grants have had gained and staff and students still have the possibility of short-term exchange

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stays at universities in the European Union and beyond. Faculty educates many foreign students. Faculty cooperates with established travel agencies.

The Department of Applied Linguistics provides foreign language teaching for students of tourism management. In German and English teaching of language, cultural studies, history, literature and culture takes place. For those interested in optional teaching of French, Spanish, Italian, Russian is also provided.

The foreign language teaching through e-learning often gains ground more slowly than the teaching of technical and natural science subjects. In the foreign language teaching it seems the most advantageous method that of blended learning. It means the combination of the attendance education and the on-line one, because the role of a teacher is especially important in studying any foreign language.

## **2. Business German for management tourism students**

Business German for management tourism students is being taught in two-hour-per week lessons for 4 terms as a facultative subject. The teaching proceeds with the support of on-line courses, the face-to face teaching is realized once in a fortnight. It is a case of blended learning.

The on-line course mentioned is made in virtual BlackBoard environment. It is therefore possible to work with it everywhere, where there is a connection and access to the internet.

The courses are a summary of study materials; you can accommodate them to the situation and to the language knowledge of students. The courses should stimulate the students studying a foreign language and enable the check of study results. The aim of the subject is to develop communicative skills on the basis of professional vocabulary of a certain field (e.g. finance, informatics) using the knowledge of general language. The courses are made in virtual environment WebCT; they can be used everywhere, where there is access to the Internet. In this way preparation of the students is easier who cannot take part in the learning process.

Tests and self-tests are the most important part of the course. They are used for practising the didactic material and as a sort of students' feedback. The tests practise technical and also general vocabulary, grammatical phenomena of German, its syntactical structure etc. Several different questions are used (short answer, multiple choice, matching questions, translation of complete sentences). The student has a choice to solve the tasks by himself or to use the clue. There is a differentiated access to separate tests allowing some more careful practising. All tests and self-tests are evaluated automatically, a percentage evaluation of results is attached. In this way the student can see his strengths and weaknesses. He can compare his results with the results of other students; everything proceeds anonymously. The tests and self-tests are very important means of students' feedback, but the teacher does not use them as an evaluation means of students because we do not know to what extent the student works on his/her own. Tests enable teacher a check of students only. For the future we count with final testing of students by means of similar tests and with an exam in a smaller group in a computer classroom.

The on-line courses facilitate a sufficient practising of grammatical phenomena and of new vocabulary. At the same time they leave enough space to communication and improvement of acquired knowledge. In a given environment didactic materials can be updated very quickly, can be completed, changed and accommodated to specific conditions of the students and to the pace they learn.

## **3. Students' evaluation of the course Business German**

The course evaluations usually takes place at the term conclusion. The work in it is being assessed by means of questionnaires. I give the responses from the exploration in 2012.

The question was: Which course part do the students use most.

- 34,43 % grammatical exercises
- 24,59 % listening exercises
- 21,31 % vocabulary exercises
- 19,67 % comprehension exercises

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