

ATHLONE INSTITUTE OF TECHNOLOGY  
SCHOOL OF HUMANITIES

<b>ELECTIVES FORM</b>	<b>2011/2012</b>
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**NAME:** \_\_\_\_\_

**STUDENT NUMBER:** \_\_\_\_\_

**COURSE :** Bachelor of Business Studies (Honours) in Tourism & Hospitality Management      **CODE :** AL\_FT0UR\_B

**YEAR :** Year 4

<b>MANDATORY</b>			
<b>Semester 1:</b> Strategic Management, Marketing Management, Financial Management, Hotel Operational Training Simulation			
<b>Semester 2:</b> Tourism and Regional Development, Business Research			
<b>ELECTIVES</b>			
(PLEASE CHOOSE 1 ELECTIVE FROM THE LIST BELOW)			
			Please tick
<b>Semester 2 Electives:</b>			<b>Credits</b>
14029	FREN H4003	Business French	10
14615	SPAN H4002	Business Spanish	10
47301	MGMT H4024	Event Management	10

**SIGNATURE** \_\_\_\_\_

**DATE** \_\_\_\_\_

# **Bachelor of Business (Hons) in Tourism & Hospitality Management 4**

## **Event Management**

The aim of the event management module is to enable learners to understand the concept of event planning and management and to apply their knowledge in a practical situation.

## **French 4**

Welcome! Bienvenue!

In Year 4 French, the students are offered an invaluable opportunity to extend their language skills, while exploring French society and culture. The course significantly improves the students' employment prospects in this era of ever-expanding international trade and travel. Students usually describe the course as 'enjoyable, interesting and informative'. The fact that the course is not too difficult is demonstrated by the high number of very good results obtained by students over the last five years. No student failed Year 4 French in that period. For further information, do not hesitate to contact [bdelamere@ait.ie](mailto:bdelamere@ait.ie)

## **Spanish Year 1 to 4**

### **Why learn Spanish?**

If you speak Spanish, you can communicate with almost 500 million people worldwide! Think how many more employment options that gives you! And if you want to take a trip to Spain or to Central or Latin America, a little knowledge of Spanish will go a long way.

Learning Spanish is fun! Spanish is easy to learn & to pronounce. Spanish is spoken in more than 28 countries. It is the world's third most spoken language, after Mandarin Chinese & English, and ranks second in terms of native speakers. Spanish is the second most used language in international communication. Being fluent in a foreign language is also a major advantage for job seekers, since more & more Irish companies trade internationally.

*So why Spanish? Because not only is learning Spanish becoming increasingly important in terms of the global economy, it can also play a major role in your own personal development. The Spanish passion for living is contagious & visiting the country itself can be the experience of a lifetime. Once you get a taste for their language & culture; experience their music & dance, fiestas & siestas, food & drink; you may not want to come home!*

### ***So why choose Spanish as an elective in AIT?***

This module will provide you with the practical language skills you need to survive when travelling around Spain, Central & Latin America. The course is designed for students who have **no** previous knowledge of the language & is aimed at providing you with some

**basic survival** Spanish which would be of use on the ground in a Spanish-speaking country.

By the end of year 2 you can expect to be able to hold a conversation in the target language about yourself, your family, your hobbies & student life. You will learn about life in Spain, Central & Latin America. You will also be able to cope in basic situational tasks such as shopping, eating & drinking, travelling around Spain, e.g. booking tickets & accommodation, asking for directions & tourist information.

If you wish to continue with the elective after year 2, then the material will become more specialised, in relation to your chosen course of study. In year 3 you will learn how to apply for a job, do a job interview in your chosen discipline. You will be able to talk about working life & your own work experience. You will discover more about life in Spain, its culture & society. You will also be equipped with the practical language skills needed when studying, working or travelling around a Spanish-speaking country.

By the end of year 4, you can expect to be able to have a detailed discussion on a variety of topics from the syllabus and to be in a position to give a ten minute presentation on a topic of your choice. All of the material which is prepared for oral and aural work will also be applied to written work.