

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 in Front Office and Tourism Management      **CODE :** AL\_OTOUR\_D

**YEAR :** Year 3

<b>MANDATORY</b>				
Managerial Finance, Tourism Enterprise Management, Information Technology, Business Management, Tourism and Leisure Management				
<b>ELECTIVE(S)</b>				
(PLEASE CHOOSE 1 ELECTIVE FROM THE LIST BELOW)				
			Credits	Please tick
47308	TOUR H3005	Tourism Case Studies	10	
14610	SPAN H3006	Business Spanish 3	10	
13154	MKTG H3007	International Marketing	10	
14023	FREN H3012	Business French 3	10	

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

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

## **Bachelor of Business Front Office & Tourism Management 3**

### **Tourism Case Studies**

The aim of this subject is to provide the students with an opportunity to link theory to practical case study experience. The case studies will reflect day to day or emerging issue in tourism. The students will be introduced to site visits, guest lecturers and case studies. The subject is 60% continuous assessment where the emphasis is on class attendance and participation. The remaining 40% is allocated to a research project on a related topic.

### **French & Spanish**

See languages page.

# Languages

## French 3

This module will enable you to communicate with greater confidence in French on topics relating to student and professional life. You will also broaden your cultural awareness of life in French-speaking countries. Moodle will be used extensively for multi-media resources (audio files, links to interactive exercises and YouTube clips) as well providing a platform for you to engage with the language, the lecturer and your classmates through online discussion, wikis and the reflective journal.

## 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.