

B2 Integrated English for the Hospitality Industry (CEFR-Aligned)

Course Title:	B2 Integrated English for the Hospitality Industry (CEFR-Aligned)
Reference Number:	GEH/200/2080
Level:	B2
Guided Learning Hours	360

Course structure

Course Overview

This 24-week course combines General English and English specific to the hospitality industry. The course is structured to provide foundational language skills while integrating industry-specific terminology and communication techniques necessary for effective customer service and professional interactions within hospitality contexts.

Weekly Study Breakdown (15 hours per week)

- **General English (7 hours per week):**
 - Focus on improving grammar, vocabulary, pronunciation, and the four main skills (reading, writing, speaking, and listening).
 - Development of general conversational skills and fluency.
 - **English in Hospitality (8 hours per week):**
 - Industry-specific vocabulary and functional language for real-life scenarios.
 - Role-plays and case studies focusing on customer service, complaint resolution, and teamwork.
 - Practical writing tasks related to hospitality, such as emails, booking confirmations, and promotional material.
-

Learning Outcomes

By the end of this course, students will be able to:

- Communicate fluently in both general and professional settings.
 - Use appropriate language for handling guest interactions, inquiries, complaints, and feedback.
 - Write clear, concise emails and other professional documents for the hospitality industry.
 - Develop customer service skills, including resolving complaints with tactful and diplomatic language.
 - Engage confidently in team interactions, meetings, and event planning tasks.
-

Weekly Course Content Outline

Weeks 1-4: General English Fundamentals and Hospitality Basics

- **General English:** Conversational skills, common vocabulary, and grammar review.
- **Hospitality Focus:** Greetings, first impressions, and basic customer service language.

Weeks 5-8: Developing Fluency and Handling Customer Inquiries

- **General English:** Expressing opinions, understanding complex sentence structures, and expanded vocabulary.
- **Hospitality Focus:** Answering questions about facilities and services, giving directions, and providing information.

Weeks 9-12: Intermediate Communication and Reservations Management

- **General English:** Improving coherence and fluency, discussing topics in detail, practicing real-life scenarios.
- **Hospitality Focus:** Taking reservations, managing cancellations, handling over-the-phone interactions.

Weeks 13-16: Advanced Communication and Complaint Resolution

- **General English:** Understanding idioms, colloquialisms, and discussing abstract topics.
- **Hospitality Focus:** Language for complaint handling, offering solutions, resolving difficult customer situations.

Weeks 17-20: Writing for Hospitality and Advanced Conversations

- **General English:** Writing formal and informal texts, improving accuracy in writing.
- **Hospitality Focus:** Professional emails, writing confirmations, and creating responses to inquiries.

Weeks 21-24: Marketing Language, Team Communication, and Capstone Project

- **General English:** Mastering formal and informal registers, creating persuasive texts.
 - **Hospitality Focus:** Describing services, promoting events, planning events, and presenting the capstone project.
-

Assessment Structure

1. **Weekly Quizzes and Assignments (15%):** Regular vocabulary and grammar checks, with short writing or speaking tasks.
2. **Mid-Course Exam (20%):** Assessing both general and hospitality-specific English, covering reading, listening, speaking, and writing.
3. **Oral Presentation (20%):** A presentation on a chosen hospitality scenario, demonstrating fluency and appropriate customer service language.
4. **Written Assessment (20%):** Includes a formal email, a promotional text, and responses to inquiries.
5. **Final Capstone Project (25%):** A group project involving the planning and presentation of a hospitality event, incorporating promotional content and customer engagement strategies