

Business English

Assignment Guidelines:

This assignment requires students to demonstrate advanced proficiency in **Business English within professional tourism, hospitality, and crisis communication contexts**. Students must produce a **strategic written analysis or communication plan** that applies Business English in high-stakes, cross-cultural, and operationally complex situations.

The assignment must display clarity, tone, cultural appropriateness, persuasion, and technical precision — tailored to the international business environment of tourism and strategic management.

Use **APA format** for all external sources cited.

Submission Format:

- **Written Report Only** (No presentations)
 - **Font:** Times New Roman, 12 pt
 - **Line Spacing:** Double
 - **Word Count:** 4000–5000 words
 - **Submission Deadline:** [Insert Date]
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Assessment Criteria:

- Mastery of Business English Style, Tone, and Register (20%)
 - Effectiveness of Communication Strategy (20%)
 - Application of Crisis or Intercultural Communication Theories (20%)
 - Structure, Logic, and Use of Evidence (20%)
 - Clarity, Grammar, and APA Referencing (20%)
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Formatting Guidelines:

APA Format:

Include in-text citations and a reference list in APA style.

Document Layout:

- **Font:** Times New Roman, 12 pt
- **Line Spacing:** Double
- **Margins:** 1 inch on all sides

Mandatory Sections:

- **Title Page:** Assignment title, student name, student ID
 - **Table of Contents**
 - **Abstract**
 - **Introduction**
 - **Literature Review** (focusing on Business English and communication frameworks)
 - **Methodology**
 - **Findings** (analytical or communicative content)
 - **Discussion**
 - **Conclusion**
 - **References**
 - **Appendices** (if applicable)
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Assignment Task – Choose ONE of the following written assignments:

Option 1: Strategic Crisis Communication Plan for an International Tourism Firm

Write a **formal crisis communication strategy** using advanced Business English for a multinational tourism or hospitality company facing a major reputational issue (e.g., guest fatality, discrimination incident, data breach). Your assignment must include:

- A formal written internal memo, press release, and stakeholder communication letter.
 - Justification of tone, register, and style choices using business communication theory.
 - Analysis of cross-cultural sensitivities in global markets.
 - Frameworks like SCCT (Situational Crisis Communication Theory) or Hofstede's Dimensions to support strategic messaging.
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Option 2: Proposal and Pitch Document for a Cross-Border Tourism Project

Prepare a comprehensive **business proposal and formal pitch document** aimed at investors or stakeholders for a **cross-border tourism initiative** (e.g., eco-resorts, heritage circuits, joint venture platforms). Your submission must:

- Use precise Business English for professional proposals, including executive summaries, objectives, risk outlines, and financial justifications.
 - Highlight appropriate use of persuasive tone, formal register, and audience-specific vocabulary.
 - Include an appendix with a sample stakeholder email or funding request letter.
 - Integrate cultural and linguistic considerations for international readership.
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Option 3: Intercultural Business Communication Audit of a Multinational Hotel Chain

Conduct a **written audit report** analyzing the strengths and weaknesses of **intercultural communication practices** in a major international hotel brand. Your assignment should:

- Identify real or hypothetical breakdowns in communication (e.g., between head office and regional branches).
- Analyze language choice, tone, and terminology in training manuals, customer service scripts, or emails.
- Propose improvements to ensure clarity, inclusivity, and professionalism in all correspondence.
- Support your critique with linguistic principles, intercultural business communication theories, and industry examples.