



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Professional and Academic Communication in Tourism

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Professional and Academic Communication in Tourism (V2109)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ANA SOFIA ALMEIDA LOPES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

The main learning objective of the curricular unit is the development of important skills related to students' oral and written communication, both professionally and academically. More specifically, this curricular unit will allow students to analyze discourses more critically (LO1) and develop effective and persuasive (written and oral) exposition (LO2) in relation to the different stakeholders.

15. Specific Objectives

This curricular unit is designed to equip students with communication skills that will allow them to deal, in different professional and academic contexts, with different stakeholders.

16. Skills to be acquired

- Communicate professionally;
- Mobilize interpersonal relationship strategies and argumentation and negotiation techniques in different professional situations.

17. Teaching Methodology

The sharing of theoretical knowledge will be combined with the carrying out of practical work and the analysis of case studies. Reading and writing strategies will be developed through the critical analysis of materials made available by the main stakeholders in the sector, in addition to indexed scientific articles related to the core areas of the degree. This process will include research on materials from different sources.



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18. Course Unit Program

1. Professional communication
 - 1.1 Introduction to professional communication
 - 1.2 Verbal and non-verbal communication
 - 1.3 Oral presentations
 - 1.4 Listening and feedback at work
 - 1.5 Negotiation and persuasion
 - 1.6 Professional writing
 - 1.7 Intercultural communication
2. Academic communication
 - 2.1 Introduction to academic communication
 - 2.2 Information sources
 - 2.3 Treatment of sources: citations, references and bibliography
 - 2.4 Scientific language

19. Assessment Methods

The evaluation will consist of: 2 individual written tests.

All elements referred to will have the same weighting in the final grade.

20. Didactic Resources

1. Collection of texts;
2. Scientific articles;
3. Worksheets;
4. Case studies;
5. Internet Resources.

21. Sustainability Objectives

SDG4
SDG8
SDG10
SDG16

22. Keywords

- Communication
- Academic Communication
- Professional Communication
- Intercultural Communicati



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23. Main Bibliography

Author(s): Arora, N.
Title: Communication Skills for Hospitality Management and Tourism Industry
Edition: Year: 2019
Local:
Publisher: Book Enclave

Author(s): Azevedo, C. A. M. & Azevedo, A. G.
Title: Metodologia Científica: Contributos Práticos para a Elaboração de Trabalhos Académicos.
Edition: Year: 2008
Local:
Publisher: Universidade Católica.

Author(s): Harvard Business Publishing Newsletters
Title: Handling Q&A: The Five Kinds of Listening.
Edition: Year: 1999
Local:
Publisher: Harvard Business School Publishing.

24. Complementary Bibliography

Author(s): Quintanilla, K. M. M. & Shawn T. W
Title: Business and Professional Communication: Keys for Workplace Excellence
Edition: Year: 2019
Local:
Publisher: London: SAGE.

Author(s): American Psychological Association
Title: Publication manual of the American psychological association: The official guide to APA style
Edition: 7^a Year: 2020
Local:
Publisher: APA



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'COMUNICAÇÃO PROFISSIONAL E ACADÉMICA APLICADA AO TURISMO': Academic Year 2023/2024
Autor / Author	Prof. Doutora ANA SOFIA ALMEIDA LOPES
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Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
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