

Especialitat: CFGS GAT
Assignatura: MP9: Anglès Tècnic (132hores)
Departament: Serveis, Centre d'Estudis Monlau
Curs: 2015-2016



Project File 1 **Analysis of a Top Hotel Industry Company**



Project summary

1. Research, analyse and comment on one of the best hotel companies.
2. There will be several pre-evaluations with your teacher and colleagues to discuss the progress of your project.
3. Present your results in a report and in a presentation.

Time: 8 hours (6.5 hours production, 1.5 hours presentation)

Score: 6% Percent of Professional Module (Project Pt1)

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Methodology

In groups of two or three people:

A, Choose a Top Company from the list on our Wiki

<http://monlauenglishgat.wikispaces.com/Top+Companies>

Analyse the following:

1. Company Structure
2. Segmentation of services
3. Customer Service policies
4. Quality Control systems
5. Staff training and motivation

To do this ask and research "How?" and "Why?" For example:

- "How is the company structured?"
- "Why is it structured in this way?"
- "How are the company's different brands defined?"
- "How do the customer service policies vary for these brand?"

B, Once you have a basic structure you should continue investigating

Research and quote the opinions of different experts in the hotel sector about the company, its structure, and strategies as expressed in industry magazines, webs, blogs and academic articles.

For example if you want to research Mariott you could search Google and [Google Scholar](#) for:

- "Mariott"+"Customer Service " + "article"
- "Mariott"+"Customer Service " + "case study"
- "Mariott"+"Customer Service " + "research"
- "Mariott"+"Customer Service" + "white paper"

You **MUST** use the correct citation process, if you copy the ideas or opinions of other people without proper citation your article will not be accepted and you will get a grade of 0

C, Write your article and present it

Find an interesting way to present your project. Your presentations should last for a minimum of ten minutes.

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Evaluation

The content of your project and your presentation of it will be assessed using a process of continuous evaluation. This means that you will be able to improve, develop and correct your project as we talk about it and adapt it to meet the following evaluation criteria. I recommend that you regularly consult the evaluation rubric so that you can adapt your project to get the maximum possible score.

Evaluation Criteria

As described in the curriculum for M9 Technical English:

- 1.1 Identifica la idea principal del missatge.
 - 1.2 Reconeix la finalitat de missatges auditius pronunciats en llengua estàndard identificant l'estat d'ànim i el to del parlant.
 - 1.3 Extreu informació d'enregistraments en llengua estàndard relacionada amb la vida professional i quotidiana.
 - 1.4 Identifica els punts de vista i les actituds del parlant.
 - 1.7 Extreu les idees principals de conferències, xerrades i informes, i altres presentacions professionals.
 - 1.8 Pren consciència de la importància de comprendre globalment un missatge, sense entendre'n tots i cadascun dels elements..
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- 3.1 Identifica els registres utilitzats per a l'emissió del missatge.
 - 3.2 S'expressa amb fluïdesa, precisió i eficàcia sobre una àmplia sèrie de temes professionals o quotidians, marcant amb claredat la relació entre les idees.
 - 3.3 Comunica espontàniament, adoptant un nivell de formalitat adequat a les circumstàncies.
 - 3.4 Utilitza normes de protocol en presentacions formals i informals.
 - 3.5 Utilitza correctament la terminologia de la professió.
 - 3.6 Expressa i defensa punts de vista amb claredat, proporcionant explicacions i arguments adequats.
 - 3.7 Descriu i seqüència un procés de treball de la seva competència.
 - 3.8 Argumenta amb detall l'elecció d'una determinada opció o procediment de treball escollit.
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- 5.3 Identifica els valors i creences propis de la comunitat on s'utilitza la llengua estrangera.
 - 5.4 Identifica els aspectes socioprofessionals propis del sector en qualsevol tipus de text i/o conversa.
 - 5.5 Aplica els protocols i les normes de relació social propis del país on s'utilitza la llengua estrangera.

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Evaluation rubric

Top Companies CFGS GAT 2015						
Marking Criteria	1	2	3	4	5	
Language						
Variety of tenses			3 verb times	4 verb times	5 verb times	4
Variety of vocabulary			Good	Very Good	Excellent	3
Variety of connectors			6 different	8 different	10 different	3
Use of Professional English			Good	Very Good	Excellent	3
Fluidity			Good	Very Good	Excellent	4
Communication			Good	Very Good	Excellent	3
Quality of the presentation						
Overall impression			Good	Very Good	Excellent	4
Messages transmitted?			Usually	Often	Always	4
Well structured?			Usually	Often	Always	4
Clear arguments?			Usually	Often	Always	3
Constructive criticisms?			Usually	Often	Always	3
Good overview?			Good	Very Good	Excellent	4
Quality of the analysis?			Good	Very Good	Excellent	4
TOTALS						
Language						6,7
Quality of the presentation						7,4
GRAND TOTAL						7,1