

## Business English I

Type of study programme: Undergraduate University Programme  
 Study programme: Business Studies  
 Course of studies: All (mandatory course)

NAME OF THE COURSE		Business English I					
Code	EUA011	Year of study	1				
Course teacher	Magda Pašalić, PhD, Sanja Radmilo Derado, PhD, Gorana Duplančić Rogošić, PhD, Sanja Marinov Vranješ, PhD	Credits (ECTS)	4				
Associate teachers		Type of instruction (number of hours)	L	S	E	F	
			13		26		
Status of the course	Mandatory	Percentage of application of e- learning	20%				
COURSE DESCRIPTION							
Course objectives	The course contents aim at equipping students with theoretical knowledge and practical skills in Business English that should enable them to communicate in the international business environment, introduce them to the recruitment process, company structure and business finance, as well as with the principles of digital business activities.						
Course enrolment requirements and entry competences required for the course	<ul style="list-style-type: none"><li>Course enrolment requirements: The enrolment requirements are set by the Faculty's Statute and the Regulations of the study programmes and the organisation of the study system.</li><li>Entry competencies: English proficiency level determined by the State matura exam; Computer skills (Microsoft Office).</li></ul>						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<ol style="list-style-type: none"><li>Differentiate the terminology of company structure and organisation of business activities.</li><li>Identify key ideas and specific information in a written text.</li><li>Write CVs, covering letters, formal e-mails, and business reports.</li><li>Present a product and pitch a business idea.</li><li>Use particular lexical units while discussing business features and facilities.</li></ol>						
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Language seminar				
	Topics	Hrs	Topics			Hrs	
	1. Introduction to academic life	1	<ul style="list-style-type: none"><li>Learning and practising academic vocabulary.</li><li>Discussing key concepts of studying business.</li><li>The role of English in academic life.</li></ul>			2	
	2. Understanding economic sectors	1	<ul style="list-style-type: none"><li>Exploring the main categories of economic activity.</li><li>Discussing how different sectors influence employment, lifestyle, and consumer habits.</li></ul>			2	

	3. Corporate culture	1	<ul style="list-style-type: none"> <li>Exploring elements of corporate culture.</li> <li>Discussing types of business entities.</li> <li>Describing types of business ownership.</li> </ul>	2
	4. Business skills: Presenting yourself	1	<ul style="list-style-type: none"> <li>Talking about work-life balance.</li> <li>Writing a CV and a cover letter.</li> <li>Practising presenting yourself in writing and in a job interview.</li> </ul>	2
	5. Training & development	1	<ul style="list-style-type: none"> <li>Learning on the job – key concepts in training and development.</li> <li>Analysing HR strategies and recruitment procedures.</li> <li>Preparing for induction to a new job.</li> </ul>	2
	6. Business skills – team communication	1	<ul style="list-style-type: none"> <li>Learning how to exchange ideas.</li> <li>Practising taking part in team meetings.</li> <li>Writing e-mails: A training request.</li> </ul>	2
	7. Business workshop: Employability skills	1	<ul style="list-style-type: none"> <li>Discussing the relevance of soft skills in business.</li> <li>Practising giving suggestions for improvements.</li> <li>Creating a staff training proposal.</li> </ul>	2
	Mid-term test		Mid-term test	
	8. Finance	1	<ul style="list-style-type: none"> <li>Talking about finance and economic crises.</li> <li>Using the vocabulary of financial transactions and stock markets.</li> <li>Talking about starting a company – raising finance, creating business proposals, pitching business ideas.</li> </ul>	2
	9. Markets and rivals	1	<ul style="list-style-type: none"> <li>Discussing sales and market strategies.</li> <li>Discussing trends and figures.</li> <li>Creating and interpreting graphs and charts.</li> </ul>	2
	10. Business skills: Video conferencing and telephoning	1	<ul style="list-style-type: none"> <li>Vocabulary for clarifying information, asking for &amp; giving details</li> <li>Discussing the language for annual reports</li> <li>Writing an annual report summary</li> </ul>	2
	11. Digital business	1	<ul style="list-style-type: none"> <li>Introducing and discussing online security in business.</li> <li>Discussing digital disruptors.</li> <li>Taking part in a trade show: Presenting digital solutions for businesses.</li> </ul>	2
	12. Business skills: Negotiating strategies	1	<ul style="list-style-type: none"> <li>Introducing negotiating strategies.</li> <li>Learning key concepts: taking positions, reaching an agreement, managing difficulties.</li> </ul>	2

			• Business skills: Negotiating an agreement at work.		
	13. Intercultural communication	1	• Cultural communication – developing cultural awareness in business. • Dealing with cultural norms and stereotypes. • Business skills: Communicating in a multicultural team.		2
	End-of-term test		End-of-term test		
Format of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> on line in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)		
Student responsibilities	<b>Signature requirements:</b> 1 Class attendance (70% for full-time students; 35% for part-time students).  2 Mandatory writing assignments – regular completion and submission. Assignments are submitted in the e-classroom at regular intervals during the winter term following the lecturer's instructions. The content of all assignments is used as additional material for the exam.  <b>Exam requirement:</b> Exam registration at ISVU.				
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1	Research		Practical training
	Experimental work		Report		Individual assignments
	Essay		Seminar essay		(Other)
	Tests	2*	Oral exam		(Other)
	Written exam	2	Project		(Other)
Grading and evaluating student work in class and at the final exam	*Mid-term and end-of-term test replace the final written exam.				
	<b>Progress tests (mid-term and end-of term tests):</b>  Two progress tests are held during the semester according to the rhythm determined by the teaching calendar and the syllabus. A positive grade obtained in both tests results in the final grade. Students who pass the first progress test can take the second test at the end of the winter term. Two positively graded progress tests replace the written exam. The passing threshold for all written tests and the final exam is 50% of the total number of points.  The final grade is obtained as a simple arithmetic mean of the grades achieved on both progress tests. In the case of a large grade range, the arithmetic mean is not applied. In that case, the student can also take an oral exam in agreement with the lecturer to qualify for a higher grade.  <b>Note: Some lecturers apply digital tests and exams on the Merlin platform.</b>				

	<p><b>Written exam:</b></p> <p>Students who do not pass the term tests will take the written exam during the regular exam periods specified in the exam calendar. The passing threshold is 50% of the total points assigned in the written test/exam.</p> <p><b>Oral exam:</b></p> <p>There are no oral exams at the end of the semester in this course.</p> <p>A student has the right to request an oral exam only if he/she is not satisfied with the final grade obtained after passing the two tests/written exam.</p> <p>The dates of all exams are defined by the Faculty exam calendar. The oral exam includes the course content covered in the winter term and the mandatory assignments. There is no possibility of replacing the written exam with the oral exam.</p>		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Dubicka, Iwonna, Marjorie Rosenberg, Bob Dignen, Mike Hogan i Lizzie Wright. 2018. <i>Business Partner B2, Coursebook</i> . Harlow: Pearson Education Limited	1	No
	Online workbook for revision and self-study.	No	Yes
	Authored study material available as additional study resources in the e-classroom.		Yes
Optional literature (at the time of submission of study programme proposal)	<ul style="list-style-type: none"> <li>Dubicka, Iwonna, Lewis Lansford. 2018. <i>Business Partner B2, Workbook</i>. Harlow: Pearson Education Limited.</li> <li>Cotton, David, David Falvey, Simon Kent. 2010. <i>Market Leader Intermediate. 3<sup>rd</sup> Edition, Coursebook</i>, Harlow: Pearson Education Limited.</li> <li>Rogers, John. 2010. <i>Market Leader Intermediate 3<sup>rd</sup> Edition, Practice file</i>. Harlow: Pearson Education Limited.</li> <li>Bujas, Željko, 2011. <i>Veliki hrvatsko-engleski rječnik</i>. Zagreb: Globus.</li> <li>Špiljak, V. (ur.) <i>Englesko-hrvatski poslovni rječnik</i>, Masmedia, Zagreb, 2000.</li> <li>Špiljak, V. (ur.) <i>Hrvatsko-engleski poslovni rječnik</i>, Masmedia, Zagreb, 2008.</li> </ul> <p>www.onelook.com (search engine for English-English on-line dictionaries)</p>		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>Registering students' attendance and success in carrying out their duties (lecturer)</li> <li>Monitoring lectures and practice hours (Vice Dean for Academic Affairs)</li> <li>Students' performance analysis in each course (Vice Dean for Academic Affairs)</li> <li>Students' questionnaire on the quality of lecturer and classes for each course (University of Split, Quality Assurance Centre)</li> <li>Examination is the instrument used to evaluate individual course outcomes by the course lecturer. The exam contents may be assessed periodically by the Vice Dean for Academic Affairs in order to establish the adequacy of the testing methods.</li> </ul>		
Other (as the proposer wishes to add)	Language of instruction is English.		