COURSE TITLE	Business English II							
Code	ECA013	Year o	of study			1		
Course teacher	Gorana Duplančić Rogošić, PhD, Magda Pašalić, PhD, Sanja Radmilo Derado, PhD	Credit	rs (ECTS)	3				
Associate			Type of instruction		S	V	T	
teachers Status of the		`	per of hours) ntage of	13	0	26	0	
course	Obligatory	applic	ation of e-learning	20%				
	COURSE DESCRIPTION							
Course objectives	To provide students with theoretical and practical knowledge that will enable them to communicate in the international business environment, that will introduce them to the marketing terminology, presenting products and services, explaining trends and performance in a contemporary business context.							
Course enrolment requirements and entry competences required for the course	 Course enrolment requirements: as determined by the Statute of the Faculty of Economics, Business and Tourism, and Rules and Regulations for Studies and Study Programmes. Entry competencies: English language proficiency level B1 (CEFR) and computer skills (Microsoft Office Package) 							
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	 Individual learning outcomes: Identify and use basic terms related to marketing, sales, graph description and negotiations Identify key ideas and specific information in a professional text. Reply to an order Describe a line graph Present a product 							
	Lectures	Practice lessons/Seminars						
	Topics	Hours	Topics				Hour s	
	Introduction to Marketing	1	Talking abou Discussing the Second	ne four F	Ps		2	
Course content	Marketing vs. Advertising	1	 Talking abou Types of ads Advertising n 	;	sing		2	
broken down in detail by	3. Selling	1	Talking abou Key vocabula		ed to sa	les	2	
weekly class schedule (syllabus)	Business skills: Presentation skills	1	Key vocabula Making power Presenting a	er point s	slides	esentation	2	
	5. Presentations	1	1. Delivering a	presenta	ation		2	
	6. Environment	1	Talking abou Key vocabula business				2	
	7. Entertaining	1	Talking abou Making and i and offers				2	

				3	Effective w	orkplace commun	ication	
				3.	Ellective wo	orkpiace commun	lication	
	First mid-term			First	mid-term			
	9. Performance	,	1	1. 2. 3.	Key vocabu	out performance Ilary related to em ny performance e and approximat	. ,	2
	10. Future trend	ds	1	1. 2. 3.	Describing Talking abo Making pre	out global issues		2
	11. Describing	graphs	1	 Describing graphs Key vocabulary related to trends 			2	
	12. Business sl describing a graphs		1	 Key vocabulary related to graphs Structure of a graph description Students' contributions 			2	
	13. Peer asses and self-eva		1	Revision and self-assessment (group work and pair work).			2	
	14. Time		1	1. 2. 3.	Dealing with	ut customer servi n customer compl and giving opinion	aints	2
	Second mid-ter	m		Seco	nd mid-term			
Format of instruction	✓ lectures □ seminars and workshops ✓ exercises □ on line in entirety ✓ partial e-learning □ field work ✓ independent assignments □ multimedia □ laboratory □ work with mentor □ (other)							
Student responsibilitie s	Course/signature requirements:							
Screening	Class attendance		Resea			Practical		
student work (name the	Experimental	0,5				training Individual work	0.5	
proportion of ECTS credits	work Essay		Report Seminar			on assignments (Other)	0,5	
for each activity so that the total	Tests	2*	essay Oral exam			(Other)		
number of ECTS credits is equal to the ECTS value of the course)		2	Projec			(Other)		
Grading and evaluating student work in class and at the final exam	*Passing two (progress) tests can replace the final written exam. Progress tests: During the semester, two tests will be given to students. The final grade can be obtained by passing both tests. The positive result is achieved by gaining at least 50% of correct answers. Only those students pass the first test can take the second one. The final grade is the arithmetic mean of the results of both tests. Written exam: Students who do not pass the mid-term tests take the final exam during the official exam sessions. The positive result is achieved by gaining at least 50% of the total points on the exam.							

	Oral exam: Oral exam is optional and can be taken by the students who wish to improve their final grade achieved in the written exam. The exact exam dates will be determined by the official Faculty's examination schedule. It is not possible to take the oral exam instead of the written one. Examination panel: When the exam is taken in front of the examination panel it is both written and oral. However, in order to be invited for the oral exam the examinee must achieve at least 30% of the total points on the written exam.					
Required	Title	Number of copies in the library	Availability via other media			
literature (available in the library and via other media)	Grant, D., Hudson, J., Business Result Pre- Intermediate Student's Book with Online Practice. Second Edition. Oxford University Press, Oxford, 2017.		NE			
	Additional study materials are available to students on merlin Online materials for self-study and revision.		YES			
Optional literature (at the time of submission of study programme proposal)	 Špiljak, V. (Ed.) English-Croatian Business Dictionary, Masmedia, Zagreb, 2000. Dingen, S. (Ed). Longman Business English Dictionary, Pearson, Harlow, 2000. O'Keeffe, M., Lansford, L., Wright, R., Frendo, E., Wright, L. Business Partner, B1, Coursebook. Pearson Education Limited, Harlow, 2018 McLarty, R. Business Partner, B1, Workbook. Pearson Education Limited, Harlow, 2018. Cotton, D., Falvey, D., Kent, S. Market leader: Pre-intermediate: Business English Course Book, Pearson, Harlow, 2010. Rogers, J. Market leader: Pre-intermediate: Business English Practice File, Harlow, Pearson, 2010 					
Quality assurance methods that ensure the acquisition of exit competences	 Registering students' attendance and success in carrying out their duties (lecturer) Monitoring lectures and practice hours (Vice-Dean for Education) Students' performance analysis in each course (Vice-Dean for Education) Students' questionnaire on the quality of lecturer and classes for each course (University of Split, Quality Assurance Centre) 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 Education in order to establish the adequacy of the testing methods. 					
Other (as the proposer wishes to add)	Language of instruction is English.	<u> </u>				