

COURSE TITLE		Business English II				
Code	ECA013	Year of study	1			
Course teacher	Gorana Duplančić Rogošić, PhD, Magda Pašalić, PhD, Sanja Radmilo Derado, PhD	Credits (ECTS)	3			
Associate teachers		Type of instruction (number of hours)	P	S	V	T
			13	0	26	0
Status of the course	OBLIGATORY	Percentage of application of e-learning	20%			
COURSE DESCRIPTION						
Course objectives	To provide students with theoretical and practical knowledge that will enable them to develop communication skills in an international business environment; to acquire basic concepts of marketing, advertising, sales, and global markets; to understand and describe business trends and graphs; and to become acquainted with the elements of sales and product and service presentation in contemporary business conditions.					
Course enrolment requirements and entry competences required for the course	<ul style="list-style-type: none"> <li>• <b>Course enrolment requirements</b> are set by the Faculty's Statute and the Regulations of the core curriculum and studies.</li> <li>• <b>Entry competencies</b> include English language competence at the level required by the state Matura examination for admission to the study programme and computer skills (Microsoft Office suite).</li> </ul>					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<b>Individual learning outcomes:</b> <ol style="list-style-type: none"> <li>1. Identify and use basic terms related to marketing, sales, project management, and graph description</li> <li>2. Identify key ideas and specific information in a professional text.</li> <li>3. Describe a line graph</li> <li>4. Present a product</li> </ol>					
Course content broken down in detail by weekly class schedule (syllabus)	<b>Lectures</b>		<b>Practice lessons/Seminars</b>			
	Topics	Hours	Topics			Hours
	1. Introduction to Marketing	1	1. Talking about marketing mix 2. Discussing the four Ps 3. Key vocabulary related to market research			2
	2. Marketing vs. Advertising	1	1. Talking about advertising 2. Types of ads 3. Advertising media			2
	3. Selling	1	1. Innovative product design 2. Key vocabulary related to sales			2
	4. Business skills: Presentation skills	1	1. Key vocabulary related to presentations 2. Making power point slides 3. Presenting a product			2
	5. Presentations	1	1. Delivering a presentation			2
	6. Projects	1	1. Project management 2. Vocabulary related to projects			2
	7. Projects	1	1. Replying to invitations and offers 2. Effective workplace communication			2
First mid-term		First mid-term				

	9. Performance	1	1. Talking about performance 2. Key vocabulary related to employee and company performance 3. Saying large and approximate numbers	2	
	10. Global markets	1	1. Describing trends 2. Talking about global issues 3. Key vocabulary related to global markets	2	
	11. Describing graphs	1	1. Describing graphs 2. Key vocabulary related to trends	2	
	12. Business skills: describing graphs	1	1. Key vocabulary related to graphs 2. Structure of a graph description 3. Students' contributions	2	
	13. Peer assessment and self-evaluation	1	1. Revision and self-assessment (group work and pair work).	2	
	14. Safety and security	1	1. Health and safety at a company 2. Vocabulary related to safety and security in the workplace	2	
	Second mid-term		Second mid-term		
Format of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> 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>Course/signature requirements:</b> <ul style="list-style-type: none"> <li>Regular class attendance (at least 70% for full-time students and 50% for part-time students)</li> <li>Regular submission of correctly completed assignments on merlin or to the teacher (content of the assignments is included in the tests/final exam) which is done according by an agreed deadline.</li> </ul> <b>Exam requirement:</b> <ul style="list-style-type: none"> <li>Signature registered in the Higher Education Information System (<i>ISVU</i>).</li> </ul>				
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	0,5	Research	Practical training	
	Experimental work		Report	Individual work on assignments	0,5
	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	<p>*Passing two (progress) tests can replace the final written exam.</p> <p><b>Progress tests:</b> 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.</p> <p><b>Written exam:</b> 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.</p>				

	<p><b>Oral exam:</b> 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.</p> <p><b>Examination panel:</b> 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.</p>		
Required literature (available in the library and via other media)	<p style="text-align: center;"><b>Title</b></p>	<p style="text-align: center;"><b>Number of copies in the library</b></p>	<p style="text-align: center;"><b>Availability via other media</b></p>
	<p>O'Keeffe, Margaret, Lewis Lansford, Jonathan Marks, Ros Wright, Evan Frendo, i Lizzie Wright. <i>Business Partner B1: Coursebook</i>. Harlow: Pearson Education, 2018.</p>		NE
	<p>Additional study materials are available to students on merlin</p>		YES
	<p>Online materials for self-study and revision.</p>		YES
Optional literature (at the time of submission of study programme proposal)	<ol style="list-style-type: none"> <li>1. McLarty, Robert. <i>Business Partner B1: Workbook</i>. Harlow: Pearson Education, 2018.</li> <li>2. Špiljak, V. (Ur.) Englesko-hrvatski poslovni rječnik, Masmedia, Zagreb, 2000.</li> <li>3. Dingen, S. (Ur.) Longman Business English Dictionary, Pearson, Harlow, 2000.</li> <li>4. Dubicka, I., O'Keeffe, M., Dignen, B., Hogan, M. i Wright, L. <i>Business Partner, B1+, Coursebook</i>. Pearson Education Limited, Harlow, 2018</li> <li>5. Evans, L. <i>Business Partner, B1+, Workbook</i>. Pearson Education Limited, Harlow, 2018.</li> <li>6. Cotton, D., Falvey, D., Kent, S. Market leader : Pre-intermediate : Business English Course Book, Pearson, Harlow, 2010.</li> <li>7. Rogers, J. Market leader : Pre-intermediate : Business English Practice File, Harlow, Pearson, 2010</li> </ol>		
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 Education and student affairs)</li> <li>• Students' performance analysis in each course (Vice-Dean for Education and student 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 Education and student affairs in order to establish the adequacy of the testing methods.</li> </ul>		
Other (as the proposer wishes to add)	<ul style="list-style-type: none"> <li>• Language of instruction is English.</li> </ul>		