

| NAME OF THE COURSE | | Business English II | | | | |
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| Code | EUA015 | Year of study | 1 | | | |
| Course teacher | Sanja Radmilo Derado, PhD Magda Pašalić, 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 performance review process, to the concept of personal skills and competencies, ethical business, change management and various approaches to decision making and managing business activities. | | | | | |
| Course enrolment requirements and entry competences required for the course | <ul style="list-style-type: none"> 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. Entry competencies: English proficiency level determined by the learning outcomes in the Business English I course; Computer skills (Microsoft Office). | | | | | |
| Learning outcomes expected at the level of the course (4 to 10 learning outcomes) | <ol style="list-style-type: none"> Distinguish the terminology from the areas of business efficiency, personal development, company organization and business performance, and specific functions of various segments of the work environment. Classify key ideas and specific concepts of ethics in business and change management. Compose business documents such as a written summary, formal e-mail, and marketing announcements. Use targeted lexical items in describing personal development, various aspects of business management, and ethical principles of business. Apply terminology to describe personal skills and competencies. | | | | | |
| Course content broken down in detail by weekly class schedule (syllabus) | Lectures | | Language seminar | | | |
| | Topics | Sati | Topics | Sati | | |
| | 1. Performance | 1 | <ul style="list-style-type: none"> Introducing the concept of performance reviews. Discussing strategies for moving up in the company. Speaking: Concessions and compromises. | 2 | | |
| 2. A culture of rewards | 1 | <ul style="list-style-type: none"> Talking about rewarding cultures in business. Performance reviews: Giving feedback and receiving feedback at work. | 2 | | | |

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| | | | <ul style="list-style-type: none"> Taking part in a project review meeting. | | |
| | 3. Business skills: A performance review summary | 1 | <ul style="list-style-type: none"> Discussing new ways of rewarding employee performance. Giving positive comments and constructive criticism. Skills: Negotiating for change in rewards. | 2 | |
| | 4. Ethics | 1 | <ul style="list-style-type: none"> Using the vocabulary of business ethics. Discussing organisation's ethical performance. Business case: Ethics in the fashion industry. | 2 | |
| | 5. Communication skills: Transparency in business | 1 | <ul style="list-style-type: none"> Vocabulary work: Voicing and responding to concerns. Devising an action plan to maintain ethical reputation. Discussing ethical reporting in the media. | 2 | |
| | 6. Business skills: Selling | 1 | <ul style="list-style-type: none"> Taking part in a networking event. Focusing on selling a product or service. Language practice: Promoting a product or service. | 2 | |
| | 7. Review session | 1 | <ul style="list-style-type: none"> Revising key concepts and vocabulary of performance. Revising key concepts and vocabulary of business ethics. | 2 | |
| | Mid-term test | | Mid-term test | | |
| | 8. Time management | 1 | <ul style="list-style-type: none"> Mastering and practising the vocabulary of time management in different working conditions. Discussing smart work. Class debate: Working from home and managing time. | 2 | |
| | 9. Communication skills: Dealing with urgency | 1 | <ul style="list-style-type: none"> Introducing functional language: Discussing priorities. Writing skills: Following up on emails. Class project: Creating a plan to exhibit at a trade fair. | 2 | |
| | 10. Business skills: Difficult negotiations | 1 | <ul style="list-style-type: none"> Introducing key concepts and vocabulary for dealing with difficulties in meetings and negotiations. | 2 | |

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| | | | <ul style="list-style-type: none"> Practising strategies for dealing with difficult people at work. Writing skills: Writing an email giving reasons. | | | |
| | 11. Change | 1 | Discussing vocabulary for managing change at work. Discussing difficult decisions and changes. Class project: Adaptability quiz. | 2 | | |
| | 12. Business skills: Brainstorming meetings | 1 | Introducing the concept and the vocabulary of a brainstorming meeting. Focus on language: Coaching and mentoring. Writing skills: Writing a press release. | 2 | | |
| | 13. Review session | 1 | <ul style="list-style-type: none"> Revising key concepts and vocabulary of time management. Revising key concepts and vocabulary of change. | 2 | | |
| | End-of-term test | | End-of-term test | | | |
| Format of instruction | <input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input 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 | <p>Signature requirements:</p> <p>1 Class attendance (70% for full-time students; 35% for part-time students).</p> <p>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.</p> <p>Exam requirement: Exam registration at ISVU.</p> | | | | | |
| Screening student work (<i>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</i>) | Class attendance | 1 | Research | | Individual assignments | 1 |
| | Experimental work | | Report | | (Other) | |
| | 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>*Mid-term and end-of-term test replace the final written exam.</p> <p>Progress tests (mid-term and end-of term tests):</p> | | | | | |

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| | <p>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.</p> <p>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.</p> <p>Note: Some lecturers apply digital tests and exams on the Merlin platform.</p> <p>Written exam: 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>Oral exam: There are no oral exams at the end of the semester in this course. 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. 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</i> , Coursebook. Harlow: Pearson Education Limited | 1 | No |
| | Online workbook for revision and self-study. | No | Yes |
| | Course material authored by the course tutor. | | Yes |
| Optional literature (at the time of submission of study programme proposal) | <ul style="list-style-type: none"> • Dubicka, Iwonna, Lewis Lansford. 2018. <i>Business Partner B2, Workbook</i>. Harlow: Pearson Education Limited. • Cotton, David, David Falvey, Simon Kent. 2010. <i>Market Leader Intermediate. 3rd Edition, Coursebook</i>, Harlow: Pearson Education Limited. • Rogers, John. 2010. <i>Market Leader Intermediate 3rd Edition, Practice file</i>. Harlow: Pearson Education Limited. • Bujas, Željko, 2011. <i>Veliki hrvatsko-engleski rječnik</i>. Zagreb: Globus. • Špiljak, V. (ur.) <i>Englesko-hrvatski poslovni rječnik</i>, Masmedia, Zagreb, 2000. • Špiljak, V. (ur.) <i>Hrvatsko-engleski poslovni rječnik</i>, Masmedia, Zagreb, 2008. <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"> • Registering students' attendance and success in carrying out their duties (lecturer) • Monitoring lectures and practice hours (Vice Dean for Academic Affairs) • Students' performance analysis in each course (Vice Dean for Academic Affairs) | | |

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| | <ul style="list-style-type: none">• 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 Academic Affairs in order to establish the adequacy of the testing methods. |
| Other (as the proposer wishes to add) | Language of instruction is English. |