

COURSE TITLE		BUSINESS ENGLISH III					
Code	EUA108	Year of study		2.			
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	OBLIGATORY	Percentage of application of e-learning		20%			
COURSE DESCRIPTION							
Course objectives	The aim of the course is to provide students with theoretical and practical knowledge which will enable them to: develop cross-cultural communication skills, participate in the implementation of various stages of recruitment, master key principles of international commerce, understand and implement ethical guidelines in the business environment and differentiate between various leadership theories.						
Course enrolment requirements and entry competences required for the course	<ul style="list-style-type: none">• Course enrolment requirements are regulated by the Statute of the Faculty of Economics and the Regulation on study and studying.• Entry competences include English language proficiency at level B1 (CEFR) and computer skills (program package <i>Microsoft Office</i>).						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	LEARNING OUTCOME FOR THE COURSE: Communicate in English at level B1-B2 in a variety of business contexts with the aim of maximising business efficiency and applying ethical and social responsibility in managing business processes. INDIVIDUAL LEARNING OUTCOMES: <ol style="list-style-type: none">1. Compare differences between culture-based rules of behaviour in different business contexts.2. Analyze the stages of the recruitment process and identify changes in the international job market.3. Classify key features of open markets and protected markets;4. Critically evaluate unethical and illegal practices in business.5. Determine key qualities and skills of successful business leaders.						
Course content broken down in detail by weekly class schedule (syllabus)	Lectures			Exercises			
	Topic		hours	Topic		hours	
	1. Cultures – cultural differences		1	Social English		2	
	2. Case study: Business culture briefing		1	Preparing a talk about the business culture in our country; writing a report		2	
	3. Human resources – employing the right people		1	Finding a job; discussing personal qualities		2	

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	4. Case study: Fast fitness advertised for a General Manager	1	Finding a new manager for a health club chain	2
	5. International markets – free trade	1	Training for negotiating	2
	6. Case study: Pampas Leather Company	1	Negotiating a deal on leather goods; writing an e-mail summarising the negotiation	2
	7. Ethics – introduction of basic concepts and ideas	1	Vocabulary of ethics in business; ethics of CV writing	2
	1 st PROGRESS TEST		1 st PROGRESS TEST	
	8. Case study: Principles or profit?	1	Discussing ethical dilemmas at work	2
	9. Leadership – qualities of leadership	1	Leading a company; transforming a company into a successful global business	2
	10. Case study: Lina Sports in need of new leadership	1	Deciding on the best leader for a troubled sportswear manufacturer; writing an e-mail	2
	11. Competition	1	Head-to-head competition; negotiating terms of a contract	2
	12. Case study: Fashion house	1	Negotiating new contracts with suppliers; writing an e-mail confirming the details of the negotiation	2
	13. Summarising the main ideas of topics included in the course Business English 3	1	Reinforcing key communication skills	2
	2 nd PROGRESS TEST		2 nd PROGRESS TEST	
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 checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)	
Student responsibilities	Signature requirements: 1 Regular class attendance: 70% for full-time students; 35% for part-time students.			

	2 Writing assignments: submission on Moodle as determined by the course tutor. Active participation in class work, course tutor can assign oral presentations as a signature requirement. Exam requirement: 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		Individual presentations	1*
	Experimental work		Report		Written assignments;	1
	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	* Passing two progress tests replaces the writing exam. <i>PROGRESS TESTS:</i> During the semester there will be two progress tests. The final grade for the course is calculated as an arithmetic mean of the grades in two progress tests. Only students who achieved a positive grade on the first test can sit for the second test. A passing grade is obtained with a minimum of 50% of the total test score. Some lecturers will administer progress tests/exams in digital format on Moodle. <i>COMPREHENSIVE WRITING EXAM:</i> It is mandatory for students who do not pass both progress tests. Students sit for the writing exam during the regular examination periods. A passing grade is obtained with a minimum of 50% of the total test score. <i>ORAL EXAM:</i> Only for students who wish to achieve a higher grade than the one awarded at the written exam/progress tests. Speaking exams are taken during the regular examination period. Speaking exams cannot replace writing exams/progress tests. <i>EXAM IN FRONT OF THE EXAMINATION PANEL:</i> Both oral and written. Student has to achieve a minimum of 30% of correct answers at the writing exam to be allowed to take the exam in front of the examination panel..					
Required literature (available in the library and via other media)	Title				Number of copies in the library	Availability via other media
	Cotton, D. Falvey, D. Kent, S. MARKET LEADER INTERMEDIATE 3 RD Edition Extra, Pearson 2016				1	Yes
	Supplementary course material available on Moodle.				--	Yes
					-	
Optional literature (at the time of submission of study programme proposal)	<ul style="list-style-type: none">Špiljak, V. (ed.) ENGLISH-CROATIAN DICTIONARY OF BUSINESS AND ECONOMICS, Zagreb: Masmedia, 2000Špiljak, V. (ed.) CROATIAN-ENGLISH DICTIONARY OF BUSINESS AND ECONOMICS, Zagreb: Masmedia, 2008Various e-dictionaries available online and as apps.					
Quality assurance methods that	<ul style="list-style-type: none">Monitoring of class attendance and success in realization of students' duties (lecturer).					

ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Supervision of lecture progress (Vice Dean for Education and student affairs). • Analysis of success rate per core subjects (mandatory and elective) throughout the study programme (Vice Dean for Education and student affairs). • Student Survey (University of Split, Centre for Quality Assurance). • Exams ascertain the realization of the learning outcomes per course. Exam content is regularly checked (Vice Dean for Education and student affairs).
Other (as the proposer wishes to add)	<ul style="list-style-type: none"> • Language of instruction is English.