

NAME OF THE COURSE	Business English 5					
Code	EUAA05	Year of study	3rd			
Course teacher	Magda Pašalić, PhD Sanja Radmilo Derado, MA	Credits (ECTS)	2			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			13		13	
Status of the course	optional	Percentage of application of e-learning	30%			
COURSE DESCRIPTION						
Course objectives	Students will be able to identify and discuss motivational factors in business contexts in general and referring to specific examples of well-established and successful companies worldwide. Moreover, Ss will be able to differentiate types of risks larger or smaller companies face and elaborate on the stages of risk management within a company or organisation. Finally, Ss will learn how to compare and assess outcomes of various management styles, how to form a team for carrying out a project as well as how to select and recommend motivation techniques that will be implemented to motivate a sales team.					
Course enrolment requirements and entry competences required for the course	<ul style="list-style-type: none">English language proficiency level B2 (CEFR descriptors available here: https://goo.gl/ptJCjF)Digital competence – familiarity with <i>Microsoft Office</i> tools, information processing, content creation and communication.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Learning outcomes: 1. Ss will be able to successfully communicate in different business contexts at C1 level either orally or in writing within the topics and assignments included in the course programme. Individual learning outcomes: 1. Use terminology from the area of motivation in business and professional environment with the emphasis on Maslow's and Herzberg's motivation theories; be able to assess and manage risks; differentiate different types of management styles and their impact on companies' business performance as well as on relationships among employees. 2. Discussing relevant issues for team work; identify characteristics of a successful team; motivate members of the sales team. 3. Use phrases and expressions for providing arguments while dealing with conflicts in work environment. 4. Draw up guidelines, a report to members of board of directors and writing a business letter to members of a sales team.					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Practical work			
	Topics	Hrs	Topics		Hrs	
	1. Job satisfaction; staff motivation at Procter and Gamble	1	1. Discussing motivational factors		1	
	2. Maslow and Herzberg's theories of job satisfaction; Working for the best companies		2. Synonyms and word-building; writing a reply to a job offer		1	
	3. Writing: guidelines	1	3. Case study: Dealing with in-house personal relationships		1	

	4. Students' presentations	1	4. Students' presentations	1		
	5. Risk; describing risk (adjectives denoting a high level, a low level of risk, a possible future risk and a risk in the very near future)	1	5. Managing risk (internal and external risks)	1		
	6. Insuring trade risk (insurance industry, reinsurers, dealing with large risks and extreme losses)		6. Case study: Assessing risk for a mining company			
	7. Management styles; important factors in the success of a manager	1	7. Students' presentations	1		
	8. 1 st test	1	8. 1 st test	1		
	9. Management qualities; factors that influence managerial functions, managerial philosophies	1	9. Presentation skills: focus on the language for persuading, emphasising, exemplifying etc.	1		
	10. Advantages and disadvantages of various management styles		10. Case study: Choosing a new project manager			
	11. Students' presentations	1	11. Students' presentations	1		
	12. Team building; advantages and disadvantages of working in a team	1	12. Prefixes, opposite meanings; qualities employees need to have to create an effective team	1		
	13. Building successful teams according to a team-building specialist; team roles	1	13. Setting up a team for a very important project; communication problems at work	1		
	14. Resolving conflicts; Case study: Motivating the sales team	1	14. Students' presentations	1		
	15. 2 nd test	1	15. 2 nd test	1		
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: Students must meet all requirements to get the signature: <ul style="list-style-type: none">• Individual assignments• Presentation• 70% class attendance for full-time students (50% for part-time students)					
Screening student work (<i>name the proportion of ECTS credits for each</i>	Class attendance	1	Research		Practical training	
	Experimental work		Report	0,5		

activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Essay		Seminar essay		(Other)	
	Tests	0,5	Oral exam		(Other)	
	Written exam	2	Project		(Other)	
Grading and evaluating student work in class and at the final exam	Ss final grade is based on evaluation of Ss interaction and feedback during the classes (focusing on Ss fluency, range of vocabulary, correctness of feedback and involvement in discussions after presentations held by colleagues), presentation held in the class or online via Zoom application (depending on the organisation of classes) and written assignments which are submitted on the Moodle during the course. Ss will take two tests, which will evaluate their proficiency in course programme. In order to be able to take the 2 nd test Ss have to gain at least a pass in the 1 st test.					
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, Upper Intermediate Business English Course Book, Third edition, Pearson Education Ltd. 2011. (Units 5-8)			1	No	
Optional literature (at the time of submission of study programme proposal)	1. Ivir, V. (ur.) HRVATSKO-ENGLESKI POSLOVNO UPRAVNI RJEČNIK, Školska knjiga, Zagreb, 1998. 2. LONGMAN BUSINESS ENGLISH DICTIONARY, Pearson Education, Essex, 2000. 3. OXFORD BUSINESS ENGLISH DICTIONARY for learners of English, Oxford, 2005. 4. Špiljak, V. (ur.) ENGESKO-HRVATSKI POSLOVNI RJEČNIK, Masmedia, Zagreb, 2000. 5. Špiljak, V. (ur.) HRVATSKO-ENGLESKI POSLOVNI RJEČNIK, Masmedia, Zagreb, 2008.					
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)• 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.					