

COURSE TITLE		BUSINESS ENGLISH VI					
Code	EUAB01	Year of study	3				
Course teacher	Sanja Radmilo Derado, PhD, Gorana Duplančić Rogošić, PhD, Sanja Marinov Vranješ, PhD, Magda Pašalić, PhD,	Credits (ECTS)	2				
Associate teachers	--	Type of instruction (number of hours)	P	S	V	T	
			13	0	13	0	
Status of the course	Elective course	Percentage of application of e-learning	25%				
COURSE DESCRIPTION							
Course objectives	To provide students with theoretical and practical knowledge that will enable them to select and discuss ways of raising finance for business, to familiarize themselves with up-to-date customer service, to analyze approaches to crisis management and to distinguish between causes and consequences of mergers and acquisitions.						
Course enrolment requirements and entry competences required for the course	<ul style="list-style-type: none">Course enrolment requirements are set by the Faculty's Statute and the Regulations of the core curriculum and studies.Entry competencies English language competence at B2+ level (CEFR) and computer skills (Microsoft Office suite).						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	LEARNING OUTCOME OF THE COURSE: Communicate effectively on target topics in the business context at B2+ level. INDIVIDUAL LEARNING OUTCOMES: <ol style="list-style-type: none">Establish basic principles of raising finance in business.Analyze different approaches to customer service and discuss the effectiveness of different PR methods.Determine and classify different approaches to crisis management in business.Relate causes and effects of mergers and acquisitions.Critically assess and present a real-life business case in the context of one of the topics outlined in the curriculum.						
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Seminars				
	Topics	Hrs	Topics		Hrs		
	1. Introduction to the course	1	1. Presentation of obligatory writing tasks and introduction to academic presentations.		1		
	2. Raising finance	1	1. Reading and speaking about how and where finance can be raised. 2. Business skills: presentations (vocabulary and skills development)		1		
	3. Financing businesses	1	1. Listening - private equity firms 2. Reading – Financial times article 3. Group work – vocabulary reinforcement 4. Language work – dependent prepositions		1		
	4. Skills: negotiating	1	1. Vocabulary work –		1		

			negotiating 2. Group work – negotiating a deal 3. Case study – Last throw of the dice (group work) 4. Writing assignment 1	
	5. Customer service	1	1. Reading and speaking about factors in and importance of customer service 2. Listening – managing a top restaurant	1
	6. Discussing changes in customer service in the digital age	1	1. Reading – Financial times article 2. Language work – gerunds 3. Case study: Hurrah Airlines (group work)	1
	7. Crisis management	1	1. Discussing ways of handling crisis; vocabulary work 2. Listening – ethics and social responsibility 3. Reading – Financial times article	1
	8. Business presentations – peer assessment		Business presentations – peer assessment	
	9. Delivering presentations	1	1. Exercises on the vocabulary and advanced techniques of presentations	1
	10.Mergers and acquisitions	1	1. Discussing mergers, acquisitions and joint ventures 2. Listening – interview with the director of M&A research centre 3. Reading – Financial times article 4. Writing assignment 2	1
	11.Language work – prediction and probability	1	1. Vocabulary reinforcement 2. Case study – Rinnovar International – presenting recommendations for an acquisition (group work)	1
	12.Using online sources for finding relevant information - tutorial	1	1. Reading texts online 2. Discussing main features of online texts 3. Group work	1
	13. Students' presentations (teacher's assessment)	1	Students' presentations (teacher's assessment)	1
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" 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"/> assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> other	
Student responsibilities	Signature requirements: Completion of two writing assignments and regular submission of writing assignments on Moodle within agreed deadlines. Final grade: The final grade is the arithmetic mean of the grades obtained for writing assignments and the grades for two class presentations.			

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		Practical training	
	Experimental work		Report		Individual work (assignments)	0,5
	Essay		Seminar essay		Presentations	0,5
	Tests		Oral exam		(Other)	
	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	Achievement of the learning outcomes is assessed through targeted writing assignments submitted on Moodle. Further assessment is carried out following two class presentations.					
Required literature (available in the library and via other media)	Naslov				Broj primjeraka u knjižnici	Dostupnost putem ostalih medija
	Cotton, D. Falvey, D. Kent, S. MARKET LEADER Upper intermediate Third Editin Extra, Coursebook, Pearson Education Ltd. 2016				1	No
	Cotton, D. Falvey, D. Kent, S. MARKET LEADER, Upper Intermediate Third Edition Extra, Pearson Education Ltd. 2016, Practice file				1	No
	Online sources for classwork: http://www.bbc.com/news/business https://www.telegraph.co.uk/business/ https://www.forbes.com https://edition.cnn.com https://hbr.org/					
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, 2000.Špiljak, V. (ed.), CROATIAN-ENGLISH DICTIONARY OF BUSINESS AND ECONOMICS, Zagreb: Masmedia, 2008. Online dictionaries and glossaries available through www.onelook.com					
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)Student questionnaire on the quality of the course lecturer and classes (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.					