

COURSE TITLE	Business English II					
Code	ECA013	Year of study	1			
Course teacher	Gorana Duplančić Rogošić, PhD; Magda Pašalić, PhD; Sanja Radmilo Derado, MA	Credits (ECTS)	3			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			13	0	26	0
Status of the course	Obligatory	Percentage of application of e-learning	30%			
COURSE DESCRIPTION						
Course objectives	To provide students with theoretical and practical knowledge that will enable them to communicate in the international business environment, that will introduce them to the marketing terminology, presenting products and services, explaining trends and performance in a contemporary business context.					
Course enrolment requirements and entry competences required for the course	<ul style="list-style-type: none"> • Course enrolment requirements: as determined by the Statute of the Faculty of Economics, Business and Tourism, and Rules and Regulations for Studies and Study Programmes. • Entry competencies: English language proficiency level B2 (CEFR) and computer skills (Microsoft Office Package) 					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Individual learning outcomes: <ol style="list-style-type: none"> 1. Identify and use basic terms related to marketing, sales, graph description and negotiations. 2. Identify key ideas and specific information in a professional text. 3. Reply to an order. 4. Describe a line graph. 5. Present a product. 					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Practice lessons/Seminars			
	Topics	Hours	Topics	Hours		
	1. Introduction to Marketing	1	1. Talking about Marketing mix 2. Discussing the four Ps 3. Talking about market research.	2		
	2. Marketing vs. Advertising	1	1. Talking about advertising 2. Types of ads 3. Advertising media	2		
	3. Selling	1	1. Talking about sales 2. Talking about obligation 3. Interrupting and avoid being interrupted	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. Environment	1	1. Talking about new green initiatives	2			

			2. Talking about innovative practice 3. Asking for clarification			
	7. Entertaining	1	1. Talking about corporate entertainment 2. Talking about food and drink 4. Making and responding to invitations and offers	2		
	8. 1 st mid-term		1 st mid-term			
	9. Performance	1	1. Talking about performance 2. Talking about past and present performance 3. Saying large and approximate numbers	2		
	10. Future trends	1	1. Describing trends 2. Talking about global issues 3. Making predictions	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	2		
	13. Peer assessment and self-evaluation	1	1. Revision and self-assessment (Group work and pair work).	2		
	14. Time	1	1. Talking about customer service 2. Making comparisons 3. Asking for and giving opinions	2		
	15. 2 nd mid-term		2 nd 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	<p>Course/signature requirements:</p> <p>Students must meet <u>both</u> requirements to get the signature</p> <ol style="list-style-type: none"> Regular class attendance (at least 70% of practice lessons for full-time students and 50% of practice lessons for part-time students), which also includes preparation for classes as instructed in class. Regular submission of correctly completed assignments on Moodle or to the teacher (content of the assignments is included in the tests/final exam) which is done according by an agreed deadline. <p>Exam requirement:</p> <ul style="list-style-type: none"> Getting the teacher's signature in the EFST intranet system. 					
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)	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)	

of the course)					
Grading and evaluating student work in class and at the final exam	<p>*Passing two mid-term tests can replace the final written exam.</p> <p>Mid-term tests: During the semester, two mid-term 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 who pass the first test can take the second one. The final grade is the arithmetic mean of the results of both tests.</p> <p>Written exam: 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>Oral exam: Oral exam is optional and can be taken by 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>Examination panel: When the exam is taken in front of the examination panel it is both written and oral. However, in order to be invited to 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)	Title		Number of copies in the library	Availability via other media	
	Grant, David, Hudson, Jane, Hughes, John. 2017. <i>Business Result, Pre-Intermediate, Student's Book with Online practice</i> . Second Edition. Oxford University Press. Oxford.		1	No	
	Additional study materials available on Moodle.		Ø	Yes	
	Online self-study workbook with practice activities and tests for every unit.		Ø	Yes	
Optional literature (at the time of submission of study programme proposal)	<ol style="list-style-type: none"> Špiljak, Višnja (Ed.). 2000. <i>Englesko-hrvatski poslovni rječnik, English-Croatian Dictionary of Business</i>. Masmedia. Zagreb. Pearson Longman. <i>Longman Dictionary of Contemporary English</i>. https://www.ldoceonline.com/ www.onelook.com (online browser of English-English monolingual dictionaries) O'Keeffe, Margaret et al. 2018. <i>Business Partner, B1, Coursebook</i>. Pearson Education Limited. Harlow. Dubicka, Iwonna. Lansford, Lewis. <i>Business Partner, B1, Workbook</i>. Pearson Education Limited, Harlow, 2018. Cotton, David; Falvey, David; Kent, Simon. 2016. <i>Market Leader, Pre-intermediate, 3rd edition extra, Course Book</i>. Pearson Education Limited. Harlow. 				
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)	<ul style="list-style-type: none"> Language of instruction is English. 				