

| NAME OF THE COURSE | | BUSINESS ENGLISH 1 | | | | |
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| Code | EUA011 | Year of study | 1 | | | |
| Course teacher | Magda Pašalić, PhD; Sanja Radmilo Derado, MA; Gorana Duplančić Rogošić, 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 | 30% | | | |
| COURSE DESCRIPTION | | | | | | |
| Course objectives | The course contents aim at equipping students with theoretical knowledge and practical skills in English as a foreign language that should enable them to communicate in the international business environment, that will introduce them to the recruitment process, company structure and organisation, retailing and product presentation as well as services in contemporary business contexts. | | | | | |
| Course enrolment requirements and entry competences required for the course | <ul style="list-style-type: none">English language proficiency level B1 (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) | <ol style="list-style-type: none">Differentiate the terminology of management structure in companies and organisation of business.Identifying key ideas and specific information in a professional text or article.Writing CV, covering letter and business letters.Presentation of a product.Use particular lexical units while defining business features and facilities. | | | | | |
| Course content broken down in detail by weekly class schedule (syllabus) | Lectures | | Practical work | | | |
| | Topics | Hrs | Topics | | | Hrs |
| | 1. Companies | 1 | 1. Talking about industry in general and its sectors 2. Talking about what companies do 3. Describing types of business entities 4. Describing types of business ownerships 5. Company abbreviations | | | 2 |
| | 2. Working life | 1 | 1. Talking about your work 2. Describing what you like and dislike about your job and giving reasons 3. Talking about responsibilities at work 4. Introducing oneself; socialising and networking | | | 2 |
| | 3. Employment | 1 | 1. Talking about job benefits and employment procedures 2. Writing a Curriculum Vitae 3. Writing a Cover letter 4. Preparing for a job interview | | | 2 |
| | 4. Leisure time | 1 | 1. Talking about work-life balance | | | 2 |

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| | | | <ul style="list-style-type: none"> 2. Talking about likes and dislikes 3. Exchanging contact details (email addresses and telephone numbers) 4. Signalling the end of a conversation | |
| | 5. Projects | 1 | <ul style="list-style-type: none"> 1. Talking about different types of projects 2. Asking for and giving updates in a meeting 3. Delegating tasks in a meeting 4. Starting and ending phone calls | 2 |
| | 6. Services & systems | 1 | <ul style="list-style-type: none"> 1. Talking about services and systems 2. Explaining how something works 3. Introducing information 4. Making comparisons | 2 |
| | 7. New products | 1 | <ul style="list-style-type: none"> 1. Describing products 2. Talking about new products and the stages in their development 3. Showing interest | 2 |
| | 8. 1 st Progress test | | 1. 1 st Progress test | |
| | 9. Peer assessment and self-evaluation | 1 | 1. Revision and self-assessment (group work and pair work). | 2 |
| | 10. Customers | 1 | <ul style="list-style-type: none"> 1. Talking about customer service 2. Asking for further information about a product or service 3. Making, suggesting, and changing arrangements 4. Business communication skills: Starting a conversation on the phone 5. Managing customer feedback | 2 |
| | 11. Selling | 1 | <ul style="list-style-type: none"> 1. Talking about sales 2. Types of stores 3. Talking about orders and deliveries 4. Business communication skills: Making arrangements | 2 |
| | 12. Guests & visitors | 1 | <ul style="list-style-type: none"> 1. Talking about business travel 2. Explaining reasons for a visit 3. Business communication skills: Welcoming visitors to your place of work 4. Making offers and responding to offers | 2 |
| | 13. Working online | 1 | <ul style="list-style-type: none"> 1. Introducing and discussing online security in business 2. Using the language to express obligation, prohibition and permission 3. Business communication: Teleconferencing. 4. Talking point: Group work – online activities and work | 2 |
| | 14. Finance | 1 | <ul style="list-style-type: none"> 1. Introducing and using the language of finance. 2. Discussing crowdfunding. | 2 |

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| | | | | 3. Business communication skills: Presenting visual information (graphs and charts). 4. Talking point. Group work – discussing investment opportunities. | |
| | 15. 2 nd Progress test | | 1. 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"/> on line 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 | Signature requirements: Students must meet both requirements to get the signature 1. Regular class attendance (at least 70% of practice lessons for full-time students and 50% of practice lessons for part-time students) which includes preparation for classes as instructed in class. 2. 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. Exam requirement: 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 of the course) | Class attendance | 1 | Research | | Practical training |
| | Experimental work | | Report | | Individual assignments |
| | 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 tests can replace the final written exam. PROGRESS TESTS: Two tests in the course of the semester (in weeks 8 and 15). The final grade can be obtained by passing both tests. Students who pass the first test can sit for the second one. NOTE: Some lecturers will administer progress tests/exams in digital format on Moodle platform. WRITTEN EXAM: Students who do not pass the tests sit for the final exam during the official exam sessions. The positive result is achieved by gaining at least 50% of correct answers. ORAL EXAM: Oral exam is optional and is meant for the students who wish to improve the grade achieved in the written tests. | | | | |
| Required literature (available in the library and via other media) | Title | | | Number of copies in the library | Availability via other media |
| | Hughes, J. & Naunton, J. (2017). <i>Business Result Intermediate Student's Book with Online Practice</i> . Oxford: University Press. | | | 1 | No |
| | Online workbook for revision and self-study. | | | No | Yes |

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| | Oxford Business English Dictionary for Learners of English with CD-ROM (recommended; alternatively – any Business English Dictionary downloaded as an app) | | Yes |
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| Optional literature (at the time of submission of study programme proposal) | <ol style="list-style-type: none"> 1. Dubicka, I. et al. 2018. Business Partner, B2, Coursebook. Harlow: Pearson Education Limited. 2. Dubicka, I. & Lansford, L. 2018. Business Partner, B2. Workbook. Harlow: Pearson Education Limited. 1. Mascull, B., <i>Business Vocabulary in Use</i>, Cambridge University Press, Cambridge, 2010. 2. Mascull, B., <i>Natural Business English</i>, DELTA Publishing, Peaslake, 2013. 3. Špiljak, V. (ur.) <i>Englesko-hrvatski poslovni rječnik</i>, Masmedia, Zagreb, 2000. 4. Špiljak, V. (ur.) <i>Hrvatsko-engleski poslovni rječnik</i>, Masmedia, Zagreb, 2008. 5. Walter, E. & Woodford, K., <i>Using Collocations for Natural English</i>, DELTA Publishing, Peaslake, 2010. 6. Oxford English Dictionary, Oxford University Press. https://www.oed.com 7. Cambridge Advanced Learner's Dictionary, Cambridge University Press. Dictionary.cambridge.org 8. Longman Business English Dictionary, Pearson Longman. https://www.ldoceonline.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) • 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. | | |