

NAME OF THE COURSE		BUSINESS ENGLISH III				
Code	EUA108	Year of study	2.			
Course teacher	Magda Pašalić, PhD Sanja Radmilo Derado, MA Gorana Duplančić Rogošić, MA	Credits (ECTS)	4			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			13		26	
Status of the course	Obligatory course	Percentage of application of e-learning	30%			
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)	<p>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.</p> <p>INDIVIDUAL LEARNING OUTCOMES:</p> <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; getting information on the telephone	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 points agreed during the negotiation	2	
	7	Ethics	1	Vocabulary of ethics in business; the ethics of CV writing; considering options	2	
	8	1 st Progress test		1 st Progress test		
	9	Case study: Principles or profit?	1	Discussing ethical dilemmas at work; writing a short report	2	
	10	Leadership – qualities of leadership	1	Leading L’Oreal; presenting	2	
	11	Case study: Lina Sports in need of new leadership	1	Deciding on the best leader for a troubled sportswear manufacturer; writing an e-mail (summarising, providing arguments)	2	
	12	Competition	1	Head-to-head competition; negotiating terms of a contract	2	
	13	Case study: Fashion house	1	Negotiating new contracts with suppliers; writing an e-mail confirming the details of the negotiation	2	
	14	Summarising the main ideas of topics included in the course Business English 3	1	Interactive activities to acquire vocabulary practised in the course Business English 3	2	
	15	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	Signature requirements:				

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responsibilities	<p>Regular class attendance: 70% for full-time students; 50% for part-time students. Writing assignments: submission on Moodle as determined by the course tutor. Active participation in class work. Alternatively, course tutor can assign oral presentations instead of writing assignments as a signature requirement.</p> <p>Exam requirement: Teacher's signature.</p>					
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	1	Individual presentations	1*
	Experimental work		Report		Written assignments; Forum discussions	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	<p>* Passing two progress tests replaces the written exam. * Individual presentations may be replaced by written assignments submitted on Moodle. Forum discussions are a form of continuous assessment of student's activity in course work. PROGRESS TESTS: During the semester there will be two progress tests. 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 in the first test can sit for the second test. 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 platform. COMPREHENSIVE WRITING EXAM: Mandatory for students who do not pass both progress tests. Students sit for the writing exam during the regular examination periods. Passing grade is obtained with a minimum of 50% of the total test score. ORAL EXAM: Only for students who wish to achieve a higher grade from the one awarded at the written exam/progress tests. Speaking exams are taken during the regular examination period by appointment with the course lecturer. Speaking exams cannot replace writing exams/progress tests. EXAM IN FRONT OF THE EXAMINATION PANEL: 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..</p>					
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
	Lecturer's authorised course material for revision and self-study				--	Yes
	Online sources for classwork/homework:				-	online

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	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)	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 Various e-dictionaries available online and as apps.		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Monitoring of class attendance and success in realization of students' duties (lecturer). • Supervision of lecture progress (Vice-Dean of Studies). • Analysis of success rate per core subjects (mandatory and elective) throughout the study programme (Vice-Dean of Studies). • 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 Studies). 		
Other (as the proposer wishes to add)	Language of instruction is English.		