

COURSE TITLE	BUSINESS ENGLISH VI							
Code	EUAB01		Year of study		3			
Course teacher	Sanja Radmilo Derado, MA 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		30%			
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"> <li>• <b>Course enrolment requirements</b> are set by the Faculty's Statute and the Regulations of the core curriculum and studies.</li> <li>• <b>Entry competencies</b> English language competence at B2+ level (CEFR) and computer skills (Microsoft Office suite).</li> </ul>							
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p><b>LEARNING OUTCOME OF THE COURSE:</b> Communicate effectively on target topics in the business context at B2+ level.</p> <p><b>INDIVIDUAL LEARNING OUTCOMES:</b></p> <ol style="list-style-type: none"> <li>1. Establish basic principles of raising finance in business.</li> <li>2. Analyze different approaches to customer service and discuss the effectiveness of different PR methods.</li> <li>3. Determine and classify different approaches to crisis management in business.</li> <li>4. Relate causes and effects of mergers and acquisitions.</li> <li>5. Critically assess and present a real-life business case in the context of one of the topics outlined in the curriculum.</li> </ol>							
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. 2. Vocabulary related to presentations			1	
	2. Raising finance		1	1. Reading and speaking about how and where finance can be raised.			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 – negotiating			1		

			<ul style="list-style-type: none"> <li>2. Group work – negotiating a deal</li> <li>3. Case study – Last throw of the dice (group work)</li> <li>4. <i>Task 1: Writing assignment 1</i></li> </ul>	
	5. Customer service	1	<ul style="list-style-type: none"> <li>1. Reading and speaking about factors in and importance of customer service</li> <li>2. Listening – managing a top restaurant</li> </ul>	1
	6. Discussing changes in customer service in the digital age	1	<ul style="list-style-type: none"> <li>1. Reading – Financial times article</li> <li>2. Language work – gerunds</li> <li>3. Case study: Hurrah Airlines (group work)</li> <li>4. <i>Task 2: Writing assignment 2</i></li> </ul>	1
	7. Crisis management	1	<ul style="list-style-type: none"> <li>1. Discussing ways of handling crisis; vocabulary work</li> <li>2. Listening – ethics and social responsibility</li> <li>3. Reading – Financial times article</li> </ul>	1
	8. 1st progres test		1st Progress test	
	9. Delivering presentations	1	<ul style="list-style-type: none"> <li>1. Exercises on the vocabulary and techniques of presentations</li> </ul>	1
	10. Mergers and acquisitions	1	<ul style="list-style-type: none"> <li>1. Discussing mergers, acquisitions and joint ventures</li> <li>2. Listening – interview with the director of M&amp;A research centre</li> <li>3. Reading – Financial times article</li> <li>4. <i>Task 3: Writing assignment 3</i></li> </ul>	1
	11. Language work – prediction and probability	1	<ul style="list-style-type: none"> <li>1. Vocabulary reinforcement</li> <li>2. Case study – Rinnovar International – presenting recommendations for an acquisition (group work)</li> </ul>	1
	12. Using online sources for finding relevant information - tutorial	1	<ul style="list-style-type: none"> <li>1. Reading texts online</li> <li>2. Discussing main features of online texts</li> <li>3. Group work</li> </ul>	1
	13. Group reports on online reserach	1	<ul style="list-style-type: none"> <li>1. Discussing group reports on selected online texts</li> <li>2. Comparing findings and conclusions</li> <li>3. <i>Task 4: Writing assignment 4</i></li> </ul>	1
	14. Revision and task assessment	1	<ul style="list-style-type: none"> <li>1. Revision and task assessment</li> </ul>	1
	15. 2 <sup>nd</sup> Progress test		2nd progress test	
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"/> assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor	

	<input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input type="checkbox"/> other			
Student responsibilities	<b>Signature requirements:</b> - Regular class attendance: 70% for full-time students, 50% for part-time students. - Completion of four writing assignments and regular submission of writing assignments on Moodle within agreed deadlines. Written assignments are 50% of the final grade.					
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 on assignments	0,5
	Essay		Seminar essay		(Other)	
	Tests	0,5	Oral exam		(Other)	
	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>The final grade is the arithmetic mean of the grades for writing assignments and the grades obtained by two progress tests.</p> <p>Achievement of the learning outcomes is assessed through targeted written assignments discussed and analysed in class and submitted on Moodle. Further assessment is carried out by two progress tests administered in digital format through Moodle platform.</p>					
Required literature (available in the library and via other media)	<b>Title</b>				<b>Number of copies in the library</b>	<b>Availability via other media</b>
	Cotton, D. Falvey, D. Kent, S. MARKET LEADER UPPER-INTERMEDIATE, Course Book Pearson Education Ltd. 2016, 3 <sup>rd</sup> Edition Extra				1	DA
	Cotton, D. Falvey, D. Kent, S. MARKET LEADER, UPPER-INTERMEDIATE Business English, Pearson Education Ltd. 2016, 3 <sup>rd</sup> Edition Extra Practice file				1	DA
	Online sources for classwork <a href="http://www.bbc.com/news/business">http://www.bbc.com/news/business</a> <a href="https://www.telegraph.co.uk/business/">https://www.telegraph.co.uk/business/</a> <a href="https://www.forbes.com">https://www.forbes.com</a> <a href="https://edition.cnn.com">https://edition.cnn.com</a> <a href="https://hbr.org/">https://hbr.org/</a>					
Optional literature (at the time of submission of study programme proposal)	<ul style="list-style-type: none"> <li>• Špiljak, V. (ed.), ENGLISH-CROATIAN DICTIONARY OF BUSINESS AND ECONOMICS, Zagreb: Masmedia, 2000.</li> <li>• Špiljak, V. (ed.), CROATIAN-ENGLISH DICTIONARY OF BUSINESS AND ECONOMICS, Zagreb: Masmedia, 2008.</li> <li>• Oxford English Dictionary, Oxford University Press. <a href="https://www.oed.com">https://www.oed.com</a></li> <li>• Cambridge Advanced Learner's Dictionary, Cambridge University Press. <a href="http://dictionary.cambridge.org">Dictionary.cambridge.org</a></li> <li>• Longman Business English Dictionary, Pearson Longman. <a href="https://www.ldoceonline.com">https://www.ldoceonline.com</a></li> </ul>					
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> <li>• Registering students' attendance and success in carrying out their duties (lecturer)</li> <li>• Monitoring lectures and practice hours (Vice-Dean for Academic Affairs)</li> <li>• Students' performance analysis in each course (Vice-Dean for Academic Affairs)</li> </ul>					

	<ul style="list-style-type: none"> <li>• Student questionnaire on the quality of the course lecturer and classes (University of Split, Quality Assurance Centre)</li> <li>• 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.</li> </ul>
Other (as the proposer wishes to add)	Language of instruction is English.