

| COURSE TITLE  |   | Business English I                      |  |   |    |       |  |
|---|---|---|--|---|----|-------|--|
| Code  | ECA009  | 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, which will introduce them to all the stages of the recruitment process, to the company structure, to retailing and written communication in a contemporary business context.   |   |  |   |    |       |  |
| 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>Input competencies</b> include English language competence at B1 level (CEFR) and computer skills (Microsoft Office suite).</li> </ul>   |   |  |   |    |       |  |
| Learning outcomes expected at the level of the course (4 to 10 learning outcomes) | <b>Individual learning outcomes:</b> <ol style="list-style-type: none"> <li>1. Identify basic terms related to ownership structure and company performance.</li> <li>2. Describe main job requirements.</li> <li>3. Identify key ideas and specific information in a professional text.</li> <li>4. Write a curriculum vitae and a business letter.</li> <li>5. Use target lexemes to explain business contents.</li> </ol> |   |  |   |    |       |  |
| Course content broken down in detail by weekly class schedule (syllabus)          | <b>Lectures</b>   |   | <b>Practice lessons/Seminars</b>   |   |    |       |  |
|   | Topics  | Hours                                   | Topics   |   |    | Hours |  |
|   | 1. Companies  | 1                                       | 1. Types of business ownerships<br>2. What companies do<br>3. Company abbreviations                                    |   |    | 2     |  |
|   | 2. Business skills: Analysing companies   | 1                                       | 1. Types of business entities<br>2. Students' contributions  |   |    | 2     |  |
|   | 3. Contacts   | 1                                       | 1. Giving phone numbers and spelling names<br>2. Making and receiving telephone calls<br>3. Talk about work activities |   |    | 2     |  |
|   | 4. Employment   | 1                                       | 1. Job benefits and employment procedures<br>2. Describing personal experiences<br>3. Delegating work                  |   |    | 2     |  |
|   | 5. Business skills: Applying for a job  | 1                                       | 1. Elements of a Curriculum Vitae<br>2. Writing a CV   |   |    | 2     |  |
|   | 6. Visitors   | 1                                       | 1. Confirming information<br>2. Asking questions<br>3. Welcoming visitors  |   |    | 2     |  |
|   | 7. Business skills: writing business e-mails  | 1                                       | 1. Sections of a business e-mail<br>2. Useful vocabulary for business e-mail   |   |    | 2     |  |

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|   |   |     |  |  |                                |
|   | 8. 1 <sup>st</sup> mid-term   |     |  | 1 <sup>st</sup> mid-term   |                                |
|   | 9. Products & services  | 1   |  | 1. Describing products and services<br>2. Talking about new products<br>3. Giving a report         | 2                              |
|   | 10. Customer service  | 1   |  | 1. Customer service<br>2. Making comparisons<br>3. Asking for and giving opinions                  | 2                              |
|   | 11. Orders  | 1   |  | 1. Orders and deliveries<br>2. Talking about the future<br>3. Making arrangements                  | 2                              |
|   | 12. Business skills:<br>replying to an order  | 1   |  | 1. Making and responding to suggestions<br>2. Replying to orders                                   | 2                              |
|   | 13. Peer assessment<br>and self-evaluation  | 1   |  | 1. Revision and self-assessment<br>(Group work and pair work).                                     | 2                              |
|   | 14. Travel  | 1   |  | 1. Talking about travel<br>2. Asking for travel information<br>3. Reporting to a company reception | 2                              |
|   | 15. 2 <sup>nd</sup> mid-term  |     |  | 2 <sup>nd</sup> mid-term   |                                |
| Format of instruction   | <input checked="" type="checkbox"/> lectures<br><input type="checkbox"/> seminars and workshops<br><input checked="" type="checkbox"/> exercises<br><input type="checkbox"/> <i>on line</i> in entirety<br><input checked="" type="checkbox"/> partial e-learning<br><input type="checkbox"/> field work  |     | <input checked="" type="checkbox"/> independent assignments<br><input type="checkbox"/> multimedia<br><input type="checkbox"/> laboratory<br><input type="checkbox"/> work with mentor<br><input type="checkbox"/> (other) |  |                                |
| Student responsibilities  | <p><b>Course/signature requirements:</b></p> <p>Students must meet <u>both</u> requirements to get the signature:</p> <ol style="list-style-type: none"> <li>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.</li> <li>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.</li> </ol> <p><b>Exam requirement:</b></p> <ul style="list-style-type: none"> <li>Getting the teacher's signature in the EFST intranet system.</li> </ul> |     |  |  |                                |
| Screening student work<br>(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  | 0,5 | Research   |  | Practical training             |
|   | Experimental work   |     | Report   |  | Individual work on 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  | <p>*Passing two mid-term tests can replace the final written exam.</p> <p><b>Mid-term tests:</b> 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</p>  |     |  |  |                                |

|   | <p>take the second one. The final grade is the arithmetic mean of the results of both tests.</p> <p><b>Written exam:</b> 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><b>Oral exam:</b> 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><b>Examination panel:</b> 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. Second Edition.</i> Oxford University Press. Oxford.  | 1                               | No                           |
|   | Additional study materials are available on Moodle.  | ∅                               | Yes                          |
|   | Online self-study workbook with practice activities and tests for every unit.  | ∅                               | Yes                          |
| Optional literature (at the time of submission of study programme proposal) | <ol style="list-style-type: none"> <li>Špiljak, Višnja (Ed.). 2000. <i>Englesko-hrvatski poslovni rječnik, English-Croatian Dictionary of Business.</i> Masmedia. Zagreb.</li> <li>Pearson Longman. <i>Longman Dictionary of Contemporary English.</i> <a href="https://www.ldoceonline.com/">https://www.ldoceonline.com/</a></li> <li><a href="http://www.onelook.com">www.onelook.com</a> (online browser of English-English monolingual dictionaries)</li> <li>O'Keeffe, Margaret et al. 2018. <i>Business Partner, B1, Coursebook.</i> Pearson Education Limited. Harlow.</li> <li>Dubicka, Iwonna. Lansford, Lewis. <i>Business Partner, B1, Workbook.</i> Pearson Education Limited, Harlow, 2018.</li> <li>Cotton, David; Falvey, David; Kent, Simon. 2016. <i>Market Leader, Pre-intermediate, 3<sup>rd</sup> edition extra, Course Book.</i> Pearson Education Limited. Harlow.</li> </ol> |                                 |                              |
| 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> <li>Students' questionnaire on the quality of lecturer and classes for each course (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)                                       | <ul style="list-style-type: none"> <li>Language of instruction is English.</li> </ul>  |                                 |                              |