

COURSE TITLE		BUSINESS ENGLISH I				
Course code	STT006	Year of study	1.			
Lecturer(s)	Ivana Čizmić, senior lecturer Edita Šalov, senior lecturer Ivana Vodogaz, senior lecturer	ECTS (Number of credits allocated)	4			
Associates		Total lesson hours per semester	Lecture	Seminar	Practical	Laboratory
			0	60	0	0
Course status	Compulsory	Percentage share of e-learning	20%			
COURSE DESCRIPTION						
Course Objectives	<ul style="list-style-type: none"> <li>To introduce students to the world of international business, the basics of accounting and enable them to cope with different business situations.</li> <li>To adopt the corresponding lexical and grammatical elements.</li> <li>To develop language skills and language functions most used in business speech and related informal situations.</li> </ul>					
Course enrolment requirements and entry competencies required for the course	/					
Learning outcomes  On successful completion of this course, student should be able to:	<ol style="list-style-type: none"> <li>To define and adopt basic concepts in the field of business English related to topics such as companies, brands, job search, business strategies, logistics, entrepreneurship, and accounting.</li> <li>To give an example of an imaginary business strategy and marketing campaign, describe your favorite brands, your company, job, new business idea, future business plans, discuss the possibilities of finding a job and negotiating,</li> <li>To apply grammatical and sociolinguistic knowledge and skills necessary for successful written and spoken communication.</li> <li>To use the adopted professional terminology and express your opinion on the topic.</li> <li>To prepare and hold a presentation on the topic from the selected processed area.</li> </ol>					
Course content	<p>Placement test. Prospective presentation topics. ORGANISATION. A news organisation. Vocabulary: Roles and responsibilities. Project: Showing someone around a department. Listening: Flat and tall organisations. Future forms. Greetings, introductions, and goodbyes. Making introductions and contacts at an event. Asking and answering questions in first meetings. Task: Meet a visitor and manage small talk. Ordering information in an e-mail. Present Simple and Continuous. Listening: Employee views on their workspace. Accounting vocabulary: Jobs in Accounting. BRANDS. Vocabulary: Marketing and brands. Project: Research and discuss advertising campaign. Reading: Chinese combine holidays with luxury shopping. Connectors. Discussing brands using connectors. Giving and responding to advice. Task: Asking for and giving advice. Listening: Different ways to open a presentation. Signposting in presentations. Writing, accepting, and declining an invitation. Verbs+ing vs. Infinitive. Brainstorm a brand awareness campaign. Accounting vocabulary: Bookkeeping cycle/Income statements. JOB HUNTING. Vocabulary: Getting a job. Project: Plan and write a job advertisement.</p>					

	<p>Indirect questions. A job interviews. Active listening. Task: The listening/distraction game. Useful phrases for job candidates. Covering letter. Past Simple and Present perfect. BUSINESS STRATEGY. Video: A food company's strategy for growth Business strategy collocations and word building. Project: Investigate a food brand's attitude to health. Listening: a lecture on PEST analysis. Modal verbs: obligation prohibition, necessity. Video: Problem- solving styles. Offering and asking for help. Leading and participating in problem-solving meetings. Reporting problems, reasons, and results. Comparison. Accounting vocabulary: Describing change. LOGISTICS. Video: Amazon: the logistics of e-commerce. Logistics and word building. Reading: Lorries lead cars in the technology race. Passive forms. Video: Collaborating on a project. Agreeing and disagreeing. Negotiating new terms and conditions. Letter of complaint: useful phrases. Linking. Accounting vocabulary: Overdrafts. ENTREPRENEURS. Video: The world's first ethical smartphone. Running a Business. Project: Brainstorm and present new business ideas. Reported speech. Video: Influencing styles: push and pull. Dealing with objections. Presenting visual information. Task: A presentation to an investor. Accounting vocabulary: Costs. Summary of a Business talk. Summarising. Order of information in sentences. Students' portfolio: Reading comprehension tests. Students' presentations.</p>					
Types of teaching:	<input type="checkbox"/> lecture <input checked="" type="checkbox"/> seminars and workshop <input type="checkbox"/> practical <input checked="" type="checkbox"/> combined e-learning <input type="checkbox"/> field research		<input checked="" type="checkbox"/> self-study <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> mentoring work <input type="checkbox"/> (others)			
Student obligations	<ul style="list-style-type: none"> <li>• Class attendance (at least 70% for full-time students; 50% for part-time students).</li> <li>• Independent portfolio development.</li> </ul>					
Monitoring student work (enter the share in ECTS credits for each activity so that the total number of ECTS credits corresponds to the credit value of the course):	Class attendance	2 ECTS	Research		Practicals	
	Experimental work		Report		Mid-term exams	0,4 ECTS
	Essay		Seminar		(others)	
	Self-study	0,6 ECTS	Workshop		(others)	
	Portfolio	0,6 ECTS	Office hours and final exam	0,4 ECTS	(others)	
Assessment and evaluation of student work during classes and at the final exam	<b>CONTINUOUS ASSESSMENT</b>					
	Continuous testing indicators				Performance $A_i$ (%)	Grade ratio $k_i$ (%)
	Class attendance and participation				70-100	10
	Portfolio				0-100	30
	First mid-term exam				50-100	30
	Second mid-term exam				50-100	30
	<p>Students who have not passed the exam via the first and second mid-term exams, take the final exam. The same applies when students must retake the exam.</p>					

FINAL ASSESSMENT		
Indicators checks	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
Final exam (written)	50 - 100	60
Previous activities	0 - 100	40
Indicators checks	Performance $A_i$ (%)	Grade ratio $k_i$ (%)
Final exam (written)	50 - 100	60
Previous activities	0 - 100	40
<p>The grade (in percentages) is formed based on all indicators that describe the level of student activities according to the relation:</p> $Grade (\%) = \sum_{i=1}^N k_i A_i$ <p><math>k_i</math> - weighting factor for each activity,  <math>A_i</math> - success in percentage achieved for a particular activity,  <math>N</math> - total number of activities.</p>		
PERFORMANCE AND GRADE		
Percentage	Criteria	Grade
od 50% do 62,4%	<i>basic criteria met</i>	sufficient (2)
od 62,5% do 74,9%	<i>average performance with some errors</i>	good (3)
od 75% do 87,4%	<i>above average performance with minor errors</i>	very good (4)
od 87,5% do 100%	<i>outstanding performance</i>	outstanding (5)
Required reading	Dubicka, I., O'Keeffe, M., Dignen, B., Hogan, M., Wright, L., (2018) <i>Business Partner B1+</i> (Student's Book , units 1 – 6), Workbook), Longman, Pearson Education Limited	
Optional reading	<ol style="list-style-type: none"> <li>Hornby, A. S. (2007) <i>Oxford Advanced Learner's Dictionary</i>, OUP. Oxford.</li> <li>Murphy, R. (2004) <i>English Grammar in Use</i>, Cambridge University Press.</li> <li>Mascull, B. (2007) <i>Business Vocabulary in Use</i>. CUP. Cambridge.</li> <li><i>Oxford Business English Dictionary</i> (2006) OUP. Oxford.</li> </ol>	
Quality monitoring to ensure the acquisition of established learning outcomes	<ul style="list-style-type: none"> <li>Records of class attendance and success in performing student obligations</li> <li>Updating detailed course curricula</li> <li>Supervision of teaching activities</li> <li>Continuous quality control of all parameters of the teaching process in accordance with the Action Plans</li> <li>Semester-based student survey in accordance with the "Ordinance on the</li> </ul>	

	procedure of student evaluation of teaching work at the University of Split" (UNIST, Centre for Quality Improvement).
Other information	Detailed course curricula found on the MOODLE learning platform are accessed by all students and teachers of the University Department. For the purpose of providing information to the general public, shortened versions of course syllabi (in Croatian and English) are directly accessible on the website of the University Department.