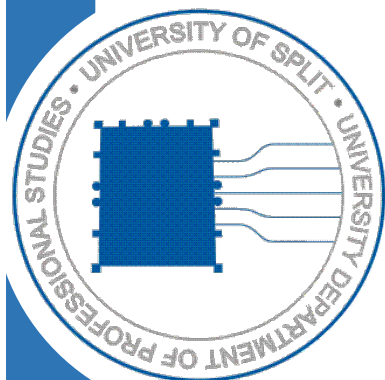


Course syllabus

English for Specific Purposes I



COURSE DETAILS

<i>Type of study programme</i>	Specialist graduate professional study programme - 120 ECTS	
<i>Study programme</i>	Trade and Tourism Management	
<i>Course title</i>	English for Specific Purposes I	
<i>Course code</i>	DTT004	
<i>ECTS (Number of credits allocated)</i>	4	
<i>Course status</i>	Core	
<i>Year of study</i>	First	
<i>Course Web site</i>	http://moodle.oss.unist.hr/	
<i>Total lesson hours per semester</i>	Lectures	15
	Seminars	0
	Auditory exercises	45
<i>Prerequisite(s)</i>	B2 level	
<i>Lecturer(s)</i>	Petra Grgičević Bakarić, senior lecturer	

COURSE DESCRIPTION	
Course Objectives:	<ul style="list-style-type: none"> Using and improving all language skills. Acquiring relevant grammatical and lexical business English structures at intermediate to upper-intermediate level in everyday business environment.
Learning outcomes On successful completion of this course, student should be able to:	<ol style="list-style-type: none"> define basic business English terms related to the following topics: communication, international marketing, building relationships, success, job satisfaction, risk exchange information related to business problems, set goals, write a report apply grammatical knowledge in the following areas: idioms, collocations, compound words, multi-word verbs, present and past tenses, prefixes, passives, adverbs of degree prepare a portfolio and a presentation on a given topic
Course content	<p>Communication – good and bad communicators. Communication breakdown. Idioms. International marketing and brands. Marketing collocations. Noun compounds and noun phrases. Brainstorming. Business relationships. Multi-word verbs. Networking. Defining success. Comparing similarities and differences between two companies. Present and past tenses. Prefixes. Negotiating. Job satisfaction. Passives. Handling difficult situations. Risk in business. Adverbs of degree. Reaching agreement. Writing – e-mail, sales letter, press release, guidelines, report.</p>

CONSTRUCTIVE ALIGNMENT – Learning outcomes, teaching and assessment methods

Alignment of students activities with learning outcomes		
Activity	Student workload ECTS credits	Learning outcomes
Lectures and auditory exercises	60 hours / 2 ECTS	1,2,3,4
Portfolio	30 hours / 1 ECTS	3,4
Mid-term exams (preparation and delivery)	9 hours / 0.3 ECTS	1,2,3,4
Self-study	15 hours / .0.5 ECTS	1,2,3,4
Office hours and final exam	6 hours / 0.2 ECTS	1,2,3,4
TOTAL:	120 hours / 4 ECTS	1,2,3,4

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance A_i (%)	Grade ratio k_i (%)
<i>Class attendance and participation</i>	70-100	10
<i>Presentation</i>	50-100	15
<i>Project</i>	50-100	25
<i>First mid-term exam</i>	50-100	25
<i>Second mid-term exam</i>	50-100	25

FINAL ASSESSMENT		
Indicators checks - final exam (first and second examination date)	Performance A_i (%)	Grade ratio k_i (%)
<i>Theoretical exam (written)</i>	50 - 100	50
<i>Previous activities</i> (include all continuous testing indicators)	0 - 100	50
Indicators checks - final exam (third and fourth examination date)	Performance A_i (%)	Grade ratio k_i (%)
<i>Theoretical exam (written)</i>	50 - 100	50
<i>Previous activities</i> (include all continuous testing indicators)	0 - 100	50

PERFORMANCE AND GRADE		
Percentage	Criteria	Grade
50% - 62,4%	<i>basic criteria met</i>	<i>sufficient (2)</i>
62,5% - 74,9%	<i>average performance with some errors</i>	<i>good (3)</i>
75% - 87,4%	<i>above average performance with minor errors</i>	<i>very good (4)</i>
87,5% - 100%	<i>outstanding performance</i>	<i>outstanding (5)</i>

ADDITIONAL INFORMATION

- knowledge of general English language at B2 level is needed
- at least 70% attendance for full-time students and 50% for part-time students is required.