



University of Split

Department of Professional Studies

BUSINESS ENGLISH LANGUAGE I

COURSE SYLLABUS

COURSE DETAILS		
<i>Type of study programme</i>	Professional study - 180 ECTS	
<i>Study programme</i>	ACCOUNTING AND FINANCE	
<i>Course title</i>	Business English Language I	
<i>Course code</i>	SRF004	
<i>ECTS (Number of credits allocated)</i>	4	
<i>Course status</i>	Core	
<i>Year of study</i>	First	
<i>Semester</i>	First (fall)	
<i>Course Web site</i>	http://moodle.oss.unist.hr/	
<i>Total lesson hours per semester</i>	Seminar	60
<i>Prerequisite(s)</i>	None	
<i>Lecturer(s)</i>	Marijana Jurišić, senior lecturer Edita Šalov, senior lecturer	
<i>Language of instruction</i>	English	

COURSE DESCRIPTION	
<i>Course objectives:</i>	<p>The aim of the course is to introduce students to the world of international business enabling them to:</p> <ol style="list-style-type: none"> 1) manage different business situations, 2) adopt relevant lexical and grammatical elements, and 3) develop linguistic skills and lingual functions most frequently used in business jargon, as well as in the related informal situations.
<i>Learning outcomes</i> <i>On successful completion of this course, student should be able to:</i>	<ol style="list-style-type: none"> 1. define basic terms of business English language related to the topics, such as careers, companies, business ideas, stress and entertainment, 2. describe one's own business plan, company, buying habits, stressful situations and team building ideas, 3. apply the newly acquired grammatical knowledge, specifically from the following areas: Present Simple, Present Continuous, Past Simple, Past Continuous, Present Perfect, Modals, Multiword verbs, 4. prepare a telephone conversation aiming to realise a business contact, plan negotiations with imaginary business partners in order to reach an agreement.
<i>Course content</i>	<p>Brands, Favourite brands, An interview with a brand manager, Present Simple, Present Continuous, Travel, Discussing student's travel experiences, An interview with a sales director of a hotel chain, Talking about the future, Change, Attitudes to change in general and at work, Reading: Mercedes, shining star, Words for describing change, Past Simple and Present Perfect Simple, Organisation, Words and expressions to describe company structure, Noun combinations, Socialising: introductions and networking Advertising, Discuss authentic advertisements, Reading: A new kind of campaign, An interview with a marketing communications executive, Money, Attitudes to money, An interview with an investment director, Reading: An inspirational story Words and expressions for talking about finance, Describing trends, Dealing with figures</p>

CONSTRUCTIVE ALIGNMENT – Learning outcomes, teaching and assessment methods

Alignment of students activities with learning outcomes		
Activity	Student workload ECTS credits	Learning outcomes
<i>Seminar</i>	60 hours / 1 ECTS	1,2,3,4
<i>Mid-term exams (preparation and delivery)</i>	15 hours / 0,5 ECTS	1,2,3,4
<i>Self-study</i>	45 hours / 1,5 ECTS	1,2,3,4
<i>Office hours and final exam</i>	30 hours / 1 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>Reading comprehension</i>	0-100	15
<i>Case study</i>	0-100	15
<i>First mid-term exam</i>	50-100	30
<i>Second mid-term exam</i>	50-100	30

FINAL ASSESSMENT		
Testing indicators – final exam (first and second exam term)	Performance A_i (%)	Grade ratio k_i (%)
<i>Written exam</i>	50 - 100	60
<i>Previous activities</i> (include all continuous testing indicators)	50 - 100	40
Testing indicators – makeup exam (third and fourth exam term)	Performance A_i (%)	Grade ratio k_i (%)
<i>Written exam</i>	50 - 100	60
<i>Previous activities</i> (include all continuous testing indicators)	50 - 100	40

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

ADDITIONAL INFORMATION

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