



University of Split



Department of Professional Studies

BUSINESS ENGLISH LANGUAGE II

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 II |
| <i>Course code</i> | SRF012 |
| <i>ECTS (Number of credits allocated)</i> | 4 |
| <i>Course status</i> | Core |
| <i>Year of study</i> | First |
| <i>Semester</i> | Second(spring) |
| <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. |
| <p><i>Learning outcomes</i></p> <p><i>On successful completion of this course, student should be able to:</i></p> | <ol style="list-style-type: none"> 1) define basic terms of business English language related to the topics, such as new businesses, marketing, planning, managing people, conflict and products; 2) give example of an imaginary advertising campaign, describe manager's qualities, describe different products properties; 3) apply the acquired grammatical knowledge from the area of temporal clauses, future plans and intentions, indirect speech, conditional clauses and passive; 4) prepare a telephone conversation aiming to exchange business information and a plan of negotiations with potential business partners, 5) plan a way of solving a conflict situation. |
| <i>Course content</i> | <p>Cultures, Importance of cultural awareness in business, An interview with the mnager of a cultural training, Idioms, Modal Auxiliaries, Human Resources, Job interviews, Reading : Women at work, Gerunds and Infinitives, International Markets, Development of international markets, Reading: Trade between China and the US, Words and expressions for talking about free trade, Conditions, Ethics in the workplace, Words to describe illegal activity or unethical behaviour, Leadership, Qualities of a leader, Relative clauses, Presenting, Competition, An interview with a manager from the Competition, Commission, Idioms from sport to describe competition, Passives</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 (include all continuous testing indicators)</i> | 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 (include all continuous testing indicators)</i> | 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.