

DESCRIPTION OF A STUDY COURSE – SYLLABUS

Title of a course	Business English 3				
Head of course	PhD Tamara Polić, Senior Lecturer				
Study programme	Professional undergraduate study Entrepreneurship				
Status of a course	Obligatory				
Year of study	2.	Semester	IV.	ECTS credits	3
Teaching plan (L + E + S+ Pr)	2L + 1E				
Goals of a course					
The objectives of this course are language advancement and improvement of students' overall linguistic competence in spoken language and written production as a standalone user of English according to the Common European language reference framework (ZEROJ). This is achieved by processing thematic content in the form of professional texts in the field of entrepreneurship with emphasis on the adoption of business English vocabulary language and its typical morph syntactic structures and presentation of professional content with the help of computer presentation (e.g. Power Point).					
Conditions for enrolling course					
No conditions					
Learning outcomes on a level of a study programme which includes course					
Outcome 6: Create a plan for purchasing, sales and marketing activities. Outcome 10: Assess ethical approaches when planning and executing business tasks. Outcome 11: Collaborate with the team in solving business tasks in Croatian or foreign language. Outcome 12: Substantiate opinions in business communication with different stakeholders in Croatian and foreign language. Outcome 15: Independently prepare and present professional content using information and communication tools.					
Expected learning outcomes on a level of a course					
1. Use terms, key vocabulary, collocations, and syntagms of English at the receiving and production level. 2. Use morph syntactic structures at the receiving and production level. 3. Independently create and present a computer presentation. 4. Use the most common Latin abbreviations in English at the receiving and production level.					
Content of a course					
Language: Setting up a Business. Marketing. Advertising. The Business Media. Grammar: Connecting sentences grammatically into a text.					
Teaching modes	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> auditory exercises <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> distance learning <input type="checkbox"/> field classes		<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> supervisor's work <input type="checkbox"/> other _____		
Comments	To accomplish course objectives, program-level learning outcomes and courses need to be taught in a computer classroom.				
Students' obligations					
The computer presentation should be held during the class according to the agreed schedule. Students are required to come with compulsory literature from the first hour of class. Each student should have his own materials. Students are not allowed to carry materials with solved assignments on classes.					
Grading, evaluation and monitoring of students' work continuously during lectures and exams					
Grading is based upon evaluation of course's learning outcomes' adoption. Grading is performed continuously during lectures and/or during exam, in compliance with the provisions of Regulation on the assessment of					

students.

Continuous check-up:

Outcomes	Language exam	Computer presentation	Threshold	Max
Outcome 1	20%		10%	20%
Outcome 2	16%		8%	16%
Outcome 3		60%	30%	60%
Outcome 4	4%		2%	4%
Percentage of ECTS	1,2	1,8		
Total	40%	60%	50%	100%

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

Exam term:

Outcomes	Written exam	Oral exam	Max
Outcome 1	30%		30%
Outcome 2	6%		6%
Outcome 3		60%	60%
Outcome 4	4%		4%
Percentage of ECTS	1,2	1,8	
Total	40%	60%	100 %

A student has passed the exam if he has acquired a percentage of credits for each learning outcome higher or equal to defined threshold.

Grading:

A student has passed the exam if he has acquired at least 50% of anticipated credits of a specific learning outcome.

If a student has passed learning outcomes of all courses, the accomplished credits (percentages) of all passed learning outcomes are being added, while the final grade is defined upon following table:

Range of credits (percentages)	Numerical grade	ECTS grade
90,00 – 100,00	Excellent (5)	A
75,00 – 89,99	Very good (4)	B
60,00 – 74,99	Good (3)	C
50,00 – 59,99	Sufficient (2)	D
0,00 – 49,99	Insufficient (1)	F

Obligatory literature

1. Tullis-Trappe: »New Insights into Business» - Students' Book, Longman;
https://vk.com/doc292790_159725504?hash=4276eb3ae493eae826&dl=25751d73a0
2. Tullis-Power: »New Insights into Business» - Workbook, Longman;
https://vk.com/doc17644626_368063656?hash=074f3a645a2bc9c747&dl=76bbcbce70fc9c8608
3. Materials from the lecture courses on the Elearning platform (<https://moodle.srce.hr/2019-2020/>)

Additional literature

- 1) Babić, A. (2001). Englesko-hrvatski ekonomski riječnik: English-Croatian economic dictionary. Marketing-tehnologija.
- 2) Collin, P. (2006). Englesko-hrvatski poslovni rječnik. Školska knjiga.
- 3) Gačić, M. (2009). Gramatika engleskoga jezika struke. Zagreb: Učiteljski fakultet Sveučilišta u Zagrebu i

Školska knjiga d.o.o.

4) Gačić, M. (2010). Englesko-hrvatski rječnik prava: i međunarodnih i poslovnih odnosa. Školska knjiga.

5) <https://www.e-rjecnik.net/rje%C4%8Dnik/hrvatsko-engleski/ekonomski>

6) Ivir, V., Protega, V., i Urbany, M. (1993). Hrvatsko-engleski poslovno-upravni rječnik. Školska knjiga.

7) Jurič, B., Krampus, V., i Račić, M. (2013). Anglizmi u hrvatskome poslovnom jeziku – tržišтво ili marketing. Napredak: časopis za pedagogijsku teoriju i praksu, 154 (4), 567-579.

8) Karanić, I., Bačić, M. i Fabijanić, N. (2008). Hekon: hrvatsko – engleski rječnik ekonomskog nazivlja. Rijeka: Prolingua.

9) Oxford Collocations Dictionary for students of English (2002). J. Crowther, S. Dignen i D. Lea (ur.). Oxford: Oxford University Press.

10) Powell, D., Walker, E., i Elsworth, S. (2009). Grammar Practice for Upper Intermediate Students (with key). Pearson Education Limited.

11) Radoš, L., i Meler, M. (2010). Englesko-hrvatski rječnik nazivlja u marketingu. Osijek: Sveučilište J.J. Strossmayera. Ekonomski fakultet u Osijeku.

12) Špiljak, V., i Ivir, V. (2000). Englesko-hrvatski poslovni rječnik: English-Croatian dictionary of business and economics. Masmedia.

13) Thomson, A. J., Martinet, A. V., i Draycott, E. (1986). A practical English grammar. Oxford University Press.

14) Zgombić, H. (2001). Business Dictionary: English-Croatian. Revicon.

15) Glosbe - višejezični online rječnik <https://hr.glosbe.com/>

16) Eudict: Croatian-English dictionary: <http://www.eudict.com/?lang=croeng&word=engleskohrvatski>

17) Howjsay: A Free Online Talking Pronunciation Dictionary <https://howjsay.com/>

