



# POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

## COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

### 1. GENERAL COURSE INFORMATION

1.1 Course name	Business English I			
1.2 Study program/s	Undergraduate professional study Tourism and Sports Management			
1.3 Course status (O,E)	O	1.6 Mode of instruction (number of hours)	Lectures	30
1.4 Course code			Exercises	30
1.5 Course abbreviation			Seminars	
1.6 Semester	I		E-learning	
1.7 ECTS	4	1.7 Place and time of instruction	Premises of the Polytechnic of Međimurje in Čakovec, according to the schedule published on the website.	

### 2. TEACHING STAFF

2.1 Course leader/s-title	Martina Sobočan, senior lecturer	contact	
		contact	
2.2 Assistant/s- title		contact	
		contact	
2.3 Instruction held by- title	Martina Sobočan Lidija Rob	contact	<a href="mailto:martina.sobocan@mev.hr">martina.sobocan@mev.hr</a> <a href="mailto:lidija.rob@mev.hr">lidija.rob@mev.hr</a>

### 3. COURSE DESCRIPTION

3.1 Course goals	Apply knowledge of English in professional literature and everyday communication.									
3.2 Prerequisites	None									
3.3 Course outcomes	After successfully completing the course, students will be able to: O1 - Distinguish and use appropriate grammatical structures of the English language and apply them in everyday business situations O2 - Use basic terms related to professional vocabulary in professional texts in English and in everyday business communication O3 - Investigate a specific topic and present it to the group O4 - Write an abstract and CV									
3.4 Course content	The course contains the basics of business English.									
3.5 Types of coursework	x	Lectures	x	Exercises		Blended e-learning	x	Individual activities		Laboratory
		Seminars and workshops		Distant learning		Field classes		Multimedia and network		Mentorship
		Other								
3.6 Language of instruction	English/Croatian									
3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the	2	Class attendance			Seminars			Essay		
	0	Class activity			Project		0.5	Presentation		
	0.5	Midterm exams			Practical task			Continuous knowledge check		
		Written exam			Experimental work					

total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	1	Oral exam		Research																																																																	
3.8 Assessment and evaluation of students' work during classes and at the final exam	<table><tr><th>Activity specification</th><th>Percent %</th><th>Points</th></tr><tr><td colspan="3">Assessment during instruction</td></tr><tr><td>Presentation</td><td>10%</td><td>10</td></tr><tr><td>Midterm exam 1</td><td>35%</td><td>35</td></tr><tr><td>Midterm exam 2</td><td>35%</td><td>35</td></tr><tr><td>Oral exam</td><td>20%</td><td>20</td></tr><tr><td colspan="3">Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</td></tr><tr><td>Written exam</td><td>70%</td><td>70</td></tr><tr><td>Oral exam</td><td>20%</td><td>20</td></tr><tr><td>Total:</td><td>100%</td><td>100</td></tr></table>						Activity specification	Percent %	Points	Assessment during instruction			Presentation	10%	10	Midterm exam 1	35%	35	Midterm exam 2	35%	35	Oral exam	20%	20	Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester			Written exam	70%	70	Oral exam	20%	20	Total:	100%	100																																	
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3.9 Assessment criteria – analysis per learning outcomes	<table><tr><th colspan="6">Ways of evaluating learning outcomes</th><th></th></tr><tr><th></th><th>Presentation</th><th>Mid-term exam 1</th><th>Mid-term exam 2</th><th>Oral exam</th><th></th><th>Total</th></tr><tr><td>Outcome 1</td><td></td><td>20</td><td>15</td><td>5</td><td></td><td>40</td></tr><tr><td>Outcome 2</td><td></td><td>15</td><td>15</td><td>10</td><td></td><td>40</td></tr><tr><td>Outcome 3</td><td>10</td><td></td><td></td><td></td><td></td><td>10</td></tr><tr><td>Outcome 4</td><td></td><td></td><td>5</td><td>5</td><td></td><td>10</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Outcome not-related</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>Total</td><td>10</td><td>35</td><td>35</td><td>20</td><td></td><td>100</td></tr></table> <p>Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)</p> <p>Points      Grade</p> <p>89 – 100    excellent (5)</p> <p>76 – 88     very good (4)</p> <p>63 – 75     good (3)</p> <p>50 – 62     pass (2)</p> <p>0 – 49      fail (1)</p>						Ways of evaluating learning outcomes								Presentation	Mid-term exam 1	Mid-term exam 2	Oral exam		Total	Outcome 1		20	15	5		40	Outcome 2		15	15	10		40	Outcome 3	10					10	Outcome 4			5	5		10								Outcome not-related							Total	10	35	35	20		100
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3.10 Specific features related with taking the course	<p>If a student collects 50% of the points of each outcome, he / she directly takes the oral exam. The condition is that he made a presentation.</p> <p>If a student does not achieve a sufficient number of points on the midterm exam, he / she cannot take the next midterm exam.</p> <p>Once won points in intermediate exams for each learning outcome are no longer deleted unless the student decides to correct the result for a particular learning outcome, whereby the points won until then are deleted and newly earned points are entered for that learning outcome.</p> <p>A student cannot access the exam period if he has not made a presentation. The final grade is obtained at the exam.</p>																																																																				
3.11 Students obligations	<p>Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to exercise the right to take the exam. If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam.</p>																																																																				

	One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In that case, if the student missed more than 50% of classes, and has a justifiable reason/apology, the request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.	
<b>3.12 Written assignments - Presentations</b>	Presentations must be written on a computer, can be made in PowerPoint or students can use other tools, eg Prezi, PowToon, etc. The presentation must last a minimum of 5 and a maximum of 10 minutes. The presentation must contain an introduction, main part and conclusion, where the introductory slide must contain the key points of the presentation. The presentation must not contain long sentences or text. Instead, there must be only keywords on the slides, and the content, ie the topic of the presentation, must be freely presented, without reading from the slides. The last slide (s) of the presentation must contain a list of used literature. After the presentation, it is necessary to seek feedback from the audience, ie fellow students.	
<b>3.13 Required reading</b>	1.	D. Cotton, D. Falvey, S. Kent: Market Leader, Pearson, pre-intermediate, 2010
	2.	R. Murphy: Grammar in Use, Cambridge University Press, Third Edition 2007
	3.	Gjukić, N., Krnajski Hršak, V., Liszt, N., Špiljak, V., „English for Business“, Mikrorad d.o.o., Zagreb, 2003
<b>3.14 Additional reading</b>	1.	Advanced Oxford Dictionary
	2.	A Mckeown, R. Wright: Management, Professional English in Use, CUP, 2011
	3.	B. Mascull: Business Vocabulary in Use, Intermediate, CUP
<b>4 ADDITIONAL COURSE INFORMATION</b>		
<b>4.1 Quality control</b>	The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.	
<b>4.2 Contact the teacher</b>	Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day during working hours by coming in person or by landline. It is also possible to ask questions by email, which will be answered in 48 hours at the latest. It is desirable for students to come as often as possible for any possible questions during the teacher's office hours.	
<b>4.3 Information about the course</b>	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.	
<b>4.4 Course contribution to the study program</b>	Communicate using basic language principles in an appropriate way in business situations in a foreign language.	

5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)				
LECTURES				
Classes	Topic and description	<b>Method</b> <ul style="list-style-type: none"> <li>• Direct teaching (lecture, instruction, pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group learning</li> <li>• Case study</li> <li>• Field classes...</li> </ul>	Learning outcomes	Course outcome
1.	Introduction - introducing students to the way of working, obligations and the way of testing knowledge, choosing topics for presentations	Direct teaching	-	-
2.	Tenses - a general overview	Direct teaching (lecture, instruction, Discovery learning, Group learning	Recognize verb tense and its application	O1
3.	Present tenses (P.Simple and Continuous)	Direct teaching (lecture, instruction, Discovery learning, Group learning	Use the appropriate present tense to express facts or actions in progress	O1
4.	Past Tenses (P.Simple,Continuous, Perfect)	Direct teaching (lecture, instruction, Discovery learning, Group learning	Use appropriate past tense to tell past past, unfinished, or pre-past actions	O1
5.	Present Perfect Simple/Continuous	Direct teaching (lecture, instruction, Discovery learning, Group learning	Using the appropriate form of the verb to tell actions represents the connection between the past and the present	O1
6.	Future Tenses	Direct teaching (lecture, instruction) Discovery learning, Group learning	Describe future actions or plans using the appropriate form for the future	O1
7.	Modal verbs and their application	Direct teaching (lecture, instruction), Discovery learning, Group learning	Describe possibilities, abilities, prohibition, permission, assumptions, security in something, etc. using appropriate forms of modal verbs	O1

8.	Presentations	Individual learning	Research a particular topic and present it	O3
9.	Comparison of adjectives	Direct teaching (lecture, instruction) Discovery learning, Group learning	Describe relationships and traits by using adjective forms correctly	O1
10.	Prepositions	Direct teaching (lecture, instruction) Discovery learning, Group learning	Use the appropriate preposition	O1
11.	Articles	Direct teaching (lecture, instruction) Discovery learning, Group learning	Use the correct article in a text	O2
12.	Meetings	Direct teaching (lecture, instruction) Discovery learning, Group learning	Highlight important steps and communication in preparing and conducting meetings	O2
13.	Corporate events (entertainment)	Direct teaching (lecture, instruction) Discovery learning, Group learning	Recognize the importance of well-prepared corporate events for business and relationships with business partners	O2
14.	International Business	Direct teaching (lecture, instruction) Discovery learning, Group learning	Recognize the importance of knowing other cultures and customs in international business	O2
15.	Prepositions	Individual learning	Research a topic and present it	O3
<b>EXERCISES/ SEMINARS</b>				
<b>Classes</b>	<b>Topic and description</b>	<b>Method</b> <ul style="list-style-type: none"> <li>• Direct teaching (lecture, instruction, pp presentation)</li> <li>• Discovery learning (individual, lead, discussion)</li> <li>• Group learning</li> <li>• Case study</li> <li>• Field classes...</li> </ul>	<b>Learning outcomes</b>	<b>Course outcome</b>
1.	Careers	Direct teaching (lecture, instruction) Discovery learning, Group learning	Highlight important knowledge, skills and characteristics of employees in a particular job	O2

2.	Telephoning	Direct teaching (lecture, instruction) Discovery learning, Group learning	Use appropriate phrases in business telephoning	O2
3.	Companies and company departments	Direct teaching (lecture, instruction) Discovery learning, Group learning	List the basic characteristics of companies and their departments	O2
4.	Selling	Direct teaching (lecture, instruction) Discovery learning, Group learning	Use appropriate terms when presenting and selling goods and services and when presenting sales results	O2
5.	Negotiating	Direct teaching (lecture, instruction) Discovery learning, Group learning	Present and suggest ideas in negotiation	O2
6.	Economic systems and economic activity	Direct teaching (lecture, instruction), Discovery learning, Group learning	Describe economic systems and economic activity	O2
7.	The public sector	Direct teaching (lecture, instruction), Discovery learning, Group learning	Describe the public sector and the structure of the enterprise	O2
8.	Midterm exam	Direct teaching (lecture, instruction), Discovery learning, Group learning		O2
9.	The private sector	Direct teaching (lecture, instruction), Discovery learning, Group learning	Describe the private sector and the structure of the enterprise	O2
10.	Franchising	Direct teaching (lecture, instruction), Discovery learning, Group learning	Describe the basic characteristics of a franchise	O2
11.	Graphic presentations and statistics	Direct teaching (lecture, instruction), Discovery learning, Group learning	Present the obtained data	O2
12.	Company presentation	Direct teaching (lecture, instruction), Discovery learning, Group learning	Present one's own company	O2
13.	CV	Direct teaching (lecture, instruction), Discovery learning, Group learning	Write a CV	O4
14.	Stress	Direct teaching (lecture, instruction), Discovery learning, Group learning	Summarize a text about stress	O4
15.	Midterm exam	Individual learning		