



POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION

1.1 Course name	English Language in Business Communication 1			
1.2 Study program/s	Specialist graduate professional study in Tourism and Sports Management			
1.3 Course status (O,E)	O	1.6 Mode of instruction (number of hours)	Lectures	15
1.4 Course code	5001		Exercises	30
1.5 Course abbreviation	EJPK1		Seminars	
1.6 Semester	1		E-learning	
1.7 ECTS	4	1.7 Place and time of instruction	The premises of the Polytechnic of Međimurje in Čakovec, according to the timetable published on the website	

2. TEACHING STAFF

2.1 Course leader/s-title	Marija Miščančuk, senior lecturer	contact	mmiscancuk@mev.hr
		contact	
2.2 Assistant/s- title		contact	
		contact	
2.3 Instruction held by-title	Marija Miščančuk, senior lecturer	contact	mmiscancuk@mev.hr

3. COURSE DESCRIPTION

3.1 Course goals	After completing the course, the student will be able to use English through all four language skills in the context of the profession.								
3.2 Prerequisites	None								
3.3 Course outcomes	<p>It is expected that students after completing the course English Language in Business Communication 1 will be able to:</p> <ol style="list-style-type: none"> 1. use the appropriate language register in a particular business situation, both orally and in writing, 2. check the meaning of certain phrases and terms from the professional text 3. Integrate business English topics covered during the course in the written form 4. design an oral presentation on a specific topic in English 								
3.4 Course content	The course consists of a section in which students are introduced to the basic components of business English. They are also introduced to the basic grammatical structures necessary for communication in the above context in English, as well as the basics of culture and civilization of the English-speaking countries.								
3.5 Types of coursework	x	Lectures	x	Exercises		Blended e-learning	x	Individual activities	Laboratory
	x	Seminars and workshops	x	Distant learning		Field classes		Multimedia and network	Mentorship
		Other							

3.6 Language of instruction	Croatian/English																																																													
3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	0.5	Class attendance		Seminars	1	Essay																																																								
		Class activity		Project		Report/paper																																																								
	1	Midterm exams		Practical task		Continuous knowledge check																																																								
		Written exam		Experimental work	1	Presentation																																																								
	0.5	Oral exam		Research																																																										
3.8 Assessment and evaluation of students' work during classes and at the final exam	<table border="1" data-bbox="603 593 1321 992"> <thead> <tr> <th data-bbox="603 593 944 627">Activity specification</th> <th data-bbox="951 593 1133 627">Percent %</th> <th data-bbox="1139 593 1321 627">Points</th> </tr> </thead> <tbody> <tr> <td colspan="3" data-bbox="603 636 1321 663" style="text-align: center;">Assessment during instruction</td> </tr> <tr> <td data-bbox="603 667 944 694">Attendance</td> <td data-bbox="951 667 1133 694">5%</td> <td data-bbox="1139 667 1321 694">5</td> </tr> <tr> <td data-bbox="603 698 944 725">Presentation</td> <td data-bbox="951 698 1133 725">15%</td> <td data-bbox="1139 698 1321 725">15</td> </tr> <tr> <td data-bbox="603 730 944 757">Midterm exam 1</td> <td data-bbox="951 730 1133 757">35%</td> <td data-bbox="1139 730 1321 757">35</td> </tr> <tr> <td data-bbox="603 761 944 788">Midterm exam 2</td> <td data-bbox="951 761 1133 788">35%</td> <td data-bbox="1139 761 1321 788">35</td> </tr> <tr> <td data-bbox="603 792 944 819">Oral exam</td> <td data-bbox="951 792 1133 819">10%</td> <td data-bbox="1139 792 1321 819">10</td> </tr> <tr> <td colspan="3" data-bbox="603 837 1321 900" style="text-align: center;"><i>Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester</i></td> </tr> <tr> <td data-bbox="603 904 944 931">Written exam</td> <td data-bbox="951 904 1133 931">90%</td> <td data-bbox="1139 904 1321 931">90</td> </tr> <tr> <td data-bbox="603 936 944 963">Oral exam</td> <td data-bbox="951 936 1133 963">10%</td> <td data-bbox="1139 936 1321 963">10</td> </tr> <tr> <td data-bbox="603 967 944 994">Total:</td> <td data-bbox="951 967 1133 994">100%</td> <td data-bbox="1139 967 1321 994">100</td> </tr> </tbody> </table> <p data-bbox="513 1023 1489 1126">Written exam The written exam is taken through two midterm exams, a seminar and a presentation, or a final written exam.</p> <p data-bbox="513 1135 1489 1301">Oral exam An assistant or another student must be present in the room during the oral exam. Exam questions must be written down to determine if all outcomes have been verified. The oral exam is mainly used as an upgrade to the written one, only exceptionally as the only form of knowledge assessment.</p>						Activity specification	Percent %	Points	Assessment during instruction			Attendance	5%	5	Presentation	15%	15	Midterm exam 1	35%	35	Midterm exam 2	35%	35	Oral exam	10%	10	<i>Exam assessment for the students who failed to fulfill all the obligatory requirements during the semester</i>			Written exam	90%	90	Oral exam	10%	10	Total:	100%	100																							
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3.9 Assessment criteria – analysis per learning outcomes	<table border="1" data-bbox="520 1332 1457 1668"> <thead> <tr> <th colspan="7" data-bbox="520 1332 1457 1366" style="text-align: center;">Ways of evaluating learning outcomes</th> </tr> <tr> <th data-bbox="520 1375 660 1424"></th> <th data-bbox="667 1375 813 1424">Attendance</th> <th data-bbox="820 1375 922 1424">Midterm 1</th> <th data-bbox="928 1375 1075 1424">Midterm 2</th> <th data-bbox="1082 1375 1228 1424">Presentation</th> <th data-bbox="1235 1375 1343 1424">Oral exam</th> <th data-bbox="1350 1375 1457 1424">Total</th> </tr> </thead> <tbody> <tr> <td data-bbox="520 1429 660 1456">Outcome 1</td> <td data-bbox="667 1429 813 1456"></td> <td data-bbox="820 1429 922 1456">5</td> <td data-bbox="928 1429 1075 1456">5</td> <td data-bbox="1082 1429 1228 1456"></td> <td data-bbox="1235 1429 1343 1456">5</td> <td data-bbox="1350 1429 1457 1456">10</td> </tr> <tr> <td data-bbox="520 1460 660 1487">Outcome 2</td> <td data-bbox="667 1460 813 1487"></td> <td data-bbox="820 1460 922 1487">10</td> <td data-bbox="928 1460 1075 1487">10</td> <td data-bbox="1082 1460 1228 1487"></td> <td data-bbox="1235 1460 1343 1487">5</td> <td data-bbox="1350 1460 1457 1487">20</td> </tr> <tr> <td data-bbox="520 1491 660 1518">Outcome 3</td> <td data-bbox="667 1491 813 1518"></td> <td data-bbox="820 1491 922 1518">20</td> <td data-bbox="928 1491 1075 1518">20</td> <td data-bbox="1082 1491 1228 1518"></td> <td data-bbox="1235 1491 1343 1518"></td> <td data-bbox="1350 1491 1457 1518">40</td> </tr> <tr> <td data-bbox="520 1523 660 1550">Outcome 4</td> <td data-bbox="667 1523 813 1550"></td> <td data-bbox="820 1523 922 1550"></td> <td data-bbox="928 1523 1075 1550"></td> <td data-bbox="1082 1523 1228 1550">15</td> <td data-bbox="1235 1523 1343 1550"></td> <td data-bbox="1350 1523 1457 1550">15</td> </tr> <tr> <td data-bbox="520 1581 660 1644">Outcome not-related</td> <td data-bbox="667 1581 813 1644">5</td> <td data-bbox="820 1581 922 1644"></td> <td data-bbox="928 1581 1075 1644"></td> <td data-bbox="1082 1581 1228 1644"></td> <td data-bbox="1235 1581 1343 1644"></td> <td data-bbox="1350 1581 1457 1644">5</td> </tr> <tr> <td data-bbox="520 1648 660 1675">Total</td> <td data-bbox="667 1648 813 1675">5</td> <td data-bbox="820 1648 922 1675">35</td> <td data-bbox="928 1648 1075 1675">35</td> <td data-bbox="1082 1648 1228 1675">15</td> <td data-bbox="1235 1648 1343 1675">10</td> <td data-bbox="1350 1648 1457 1675">100</td> </tr> </tbody> </table> <p data-bbox="513 1677 1489 1740">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 data-bbox="513 1749 1489 1951">Points Grade 89 – 100 excellent (5) 76 – 88 very good (4) 63 – 75 good (3) 50 – 62 pass (2) 0 – 49 fail (1)</p>						Ways of evaluating learning outcomes								Attendance	Midterm 1	Midterm 2	Presentation	Oral exam	Total	Outcome 1		5	5		5	10	Outcome 2		10	10		5	20	Outcome 3		20	20			40	Outcome 4				15		15	Outcome not-related	5					5	Total	5	35	35	15	10	100
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3.10 Specific features related with taking the course	In the semester, students will write 2 midterm exams, write a seminar on a specific given topic and give a presentation on the same topic. The 1st midterm exam is written after the first 7 weeks of classes and covers the learning outcomes																																																													

	<p>covered in the first 7 weeks. The 2nd midterm exam is written after the other 7 weeks of classes and covers the learning outcomes covered in the other 7 weeks of classes. Midterm exams are taken during the teaching period in the 1st week after each cycle of 7 weeks of teaching. The type of questions is defined by the teacher, but all questions and tasks cover the course material or learning outcomes. The topic of the seminar is determined by the teacher in cooperation with the student, and the date of the seminar is defined. After the submission of the seminar, the date of the presentation is determined. A student who does not take any of the intermediate exams or does not submit a seminar or give a presentation has not met the conditions for exemption from the written exam and must take the written exam, followed by an oral exam.</p> <p>The final grade is obtained in the oral part of the exam. If the student collects 50% of the points of each outcome, he / she directly takes the oral exam. If a student does not achieve a sufficient number of points on the midterm exam, he / she cannot take the next midterm exam. Once won points in midterm 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>										
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. Attendance can be offset by online tuition, organised webinars and added assignments given by teachers. 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.</p>										
3.12 Written assignments	<p>Seminar papers must be computer written and may have a maximum of 12 text cards (Times New Roman, font 12) from introduction to conclusion, together with pictures, appendices, tables, etc. Seminar papers must have an adequate title page, content, marked pages and literature. The seminar paper should be divided into chapters and contain a list of references and a list of figures and tables and graphs and finally a summary / conclusion in the size of 250 words. The student guarantees the authenticity of the work with his signature.</p>										
3.13 Required reading	<table border="1"> <tr> <td>1.</td> <td>Miščančuk M., Engleski jezik u poslovnoj komunikaciji 1 - Manuscript</td> </tr> <tr> <td>2.</td> <td></td> </tr> </table>	1.	Miščančuk M., Engleski jezik u poslovnoj komunikaciji 1 - Manuscript	2.							
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3.14 Additional reading	<table border="1"> <tr> <td>1.</td> <td>Murphy, R. , English Grammar in Use, CUP</td> </tr> <tr> <td>2.</td> <td>Advanced Oxford Dictionary OUP, 8th edition</td> </tr> <tr> <td>3.</td> <td>McKeown, A., Wright, R., Professional English in Use, Management, CUP, 2011.</td> </tr> <tr> <td>4.</td> <td>Farrall, C., Lindsley, M., Professional English in Use, Marketing CUP, 2008.</td> </tr> <tr> <td>5.</td> <td>Walker, R., Harding, K., Oxford English for Careers, Tourism 3, OUP, 2009.</td> </tr> </table>	1.	Murphy, R. , English Grammar in Use, CUP	2.	Advanced Oxford Dictionary OUP, 8th edition	3.	McKeown, A., Wright, R., Professional English in Use, Management, CUP, 2011.	4.	Farrall, C., Lindsley, M., Professional English in Use, Marketing CUP, 2008.	5.	Walker, R., Harding, K., Oxford English for Careers, Tourism 3, OUP, 2009.
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4 ADDITIONAL COURSE INFORMATION											
4.1 Quality control	<p>The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation</p>										

	based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.
4.2 Contact the teacher	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 e-mail, 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.
4.3 Information about the course	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.
4.4 Course contribution to the study program	IS 1 Apply the acquired learning skills, basic knowledge of the profession and problem solving necessary for continuing studies at a higher level. IS2 Use English in the appropriate domain in communication with professionals and lay people.

5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)

LECTURES				
Hours	Topic and description	Method	Learning outcomes	Course outcome
		<ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 		
1.	Introduction to the course and a detailed syllabus. Defining content	Lecture, ppt presentation		
2.	Management - concept and theories The role of the manager Management in different sectors	Lecture, ppt presentation	Explain the concept of management	I 1,2
3.	Academic vocabulary in practice and practical exercises	Lecture, ppt presentation	Choose the correct vocabulary in an academic context	I 2
4.	Vocabulary work - monolingual / bilingual dictionaries	Lecture, ppt presentation	Choose the correct meaning of the term in a particular context	I 2
5.	Teamwork - concept and theoretical settings	Lecture, ppt presentation	Identify the roles of individual team members	I 1,2
6.	Team building - theory	Lecture, ppt presentation	Comment on the different possibilities of team building activities	I 1,2
7.	Summarising	Lecture, ppt presentation	Apply the basic principles of text compression	I 3
8.	Midterm exam	Individual work	Outcome check	I 1,2,3

9.	Meetings - types of meetings, parts into which we divide the meeting, agenda, minutes, participants	Lecture, ppt presentation	Analyse different types of meetings, sections and participants	I 1,2
10.	The concept of marketing and SWOT analysis Marketing mix + 4/7 Ps	Lecture, ppt presentation	Discover the meaning of terms related to marketing	I 1,2
11.	Hospitality - a term, a historical overview	Lecture, ppt presentation	Discover the meaning of terms related to hospitality	I 1,2
12.	Inns, B&Bs, pubs	Lecture, ppt presentation	Discuss the differences between different catering / accommodation facilities	I 1,2
13.	Finances	Lecture, ppt presentation	Define the term finance	I 1,2
14.	Financial reports	Lecture, ppt presentation	Analyse individual elements of financial statements	I 1,2
15.	Midterm exam	Individual work	Outcome check	I 1,2,3
EXERCISES/ SEMINARS				
Hours	Topic and description	Method • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes...	Learning outcomes	Course outcome
1. 2.	Introducing students to the way of working and their obligations, the way of checking knowledge.	direct teaching ((lecture, pp presentation)		
3.	General overview of verb tenses	Group learning	Recognize a verb tense in context	I1
4. 5.	Verb tenses - exercise	Group learning	Suggest correct tense in a particular context	I 1
6.	Management – term and theories	Working on the text, learning by discovery	Discover the meaning of terms related to the mentioned topic	I 1,2
7.	Role of a manager	Working on the text, learning by discovery	Use adequate terminology in a specific context	I 1,2
8.	Management in different sectors	Working on the text, learning by discovery	Analyse the role of a manager in different sectors	I 1,2
9.	Dictionary work	Guided learning by discovery	Choose the correct meaning of the term in a particular context	I 2
10.	Academic vocabulary	Working on the text, learning by discovery	Choose the correct academic vocabulary in a particular context	I 2
11. 12.	Team working	Discussion	Identify the roles of individual team members	I 1,2

	Team building – practical exercise	Group work	Design a team building activity and implement it	I 1,2
13. 14.	Student presentations	Pp presentation	Prepare and deliver a presentation	I4
15. 16.	Revision Midterm exam 1	Individual work	Outcomes check	I 1,2, 3
17.	Meetings – types of meetings	Working on the text, learning by discovery	Analyse different types of meetings	I 1,2
18.	The parts we divide the meeting into, the agenda, the minutes, the participants	Working on the text, Group work	Use specific vocabulary in a given situation	I 1,2
19.	Meetings – Role play	Working on the text, Group work	Design a business meeting	I 1,2
20.	Marketing - term	Working on the text, learning by discovery	Discover the meaning of terms related to the mentioned topic	I 1,2
21.	SWOT analysis	Working on the text, learning by discovery	Discover the meaning of terms related to the mentioned topic	I 1,2
22.	Marketing mix, 4/7 Ps	Working on the text, learning by discovery	Discover the meaning of terms related to the mentioned topic	I 1,2
23.	Hospitality	Learning by discovery, individual learning	Comment on the basic determinants stated in the text	I 1,2
24.	Hotels, Inns, B&B, pubs	Working on the text, Discussion	Compare different types of catering / accommodation facilities	I 1,2
25. 26.	Finances	Discovery learning, guided	Analyse individual elements of financial statements	I 1,2
	Financial reports	Group work	Prepare a summary financial report	I 1,2
27. 28.	Student presentations	Pp presentation	Prepare and deliver a presentation	I 4
29. 30.	Revision	Individual work	Outcomes check	I 1,2,3