



# POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

## COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

### 1. GENERAL COURSE INFORMATION

<b>1.1 Course name</b>	English Language in Business Communication 2			
<b>1.2 Study program/s</b>	Specialist graduate professional study in Tourism and Sports Management			
<b>1.3 Course status (O,E)</b>	O	<b>1.6 Mode of instruction (number of hours)</b>	<b>Lectures</b>	15
<b>1.4 Course code</b>			<b>Exercises</b>	30
<b>1.5 Course abbreviation</b>	EJPK2		<b>Seminars</b>	
<b>1.6 Semester</b>	2		<b>E-learning</b>	
<b>1.7 ECTS</b>	4	<b>1.7 Place and time of instruction</b>	The premises of the Polytechnic of Međimurje in Čakovec, according to the timetable published on the website	

### 2. TEACHING STAFF

<b>2.1 Course leader/s-title</b>	Marija Miščančuk, senior lecturer	<b>contact</b>	mmiscancuk@mev.hr
		<b>contact</b>	
<b>2.2 Assistant/s- title</b>		<b>contact</b>	
		<b>contact</b>	
<b>2.3 Instruction held by- title</b>	Marija Miščančuk, senior lecturer	<b>contact</b>	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	Passed EJPk1 exam									
3.3 Course outcomes	It is expected that students after completing the course English Language in Business Communication 2 will be able to: 1. use the appropriate language register in a certain 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 form of a written essay 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><tr><th>Activity specification</th><th>Percent %</th><th>Points</th></tr><tr><td colspan="3">Assessment during instruction</td></tr><tr><td>Attendance</td><td>5%</td><td>5</td></tr><tr><td>Presentation</td><td>15%</td><td>15</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>10%</td><td>10</td></tr><tr><td></td><td></td><td></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>90%</td><td>90</td></tr><tr><td>Total:</td><td>100%</td><td>100</td></tr></table>						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				Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester			Written exam	90%	90	Total:	100%	100																																					
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	<b>Written exam</b> The written exam is taken through two midterm exams, a seminar and a presentation, or a final written exam.																																																																											
	<b>Oral exam</b> 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.																																																																											
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>Attendance</th><th>Midterm 1</th><th>Midterm 2</th><th>Presentation</th><th>Oral exam</th><th>Total</th></tr><tr><td></td><td></td><td>5</td><td>5</td><td></td><td>5</td><td>10</td></tr><tr><td>Outcome 1</td><td></td><td>10</td><td>10</td><td></td><td>5</td><td>20</td></tr><tr><td>Outcome 2</td><td></td><td>20</td><td>20</td><td></td><td></td><td>40</td></tr><tr><td>Outcome 3</td><td></td><td></td><td></td><td>15</td><td></td><td>15</td></tr><tr><td>Outcome 4</td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td></td><td>5</td><td></td><td></td><td></td><td></td><td>5</td></tr><tr><td>Outcome not-related</td><td>5</td><td>35</td><td>35</td><td>15</td><td>10</td><td>100</td></tr><tr><td>Total</td><td></td><td>5</td><td>5</td><td></td><td>5</td><td>10</td></tr></table>						Ways of evaluating learning outcomes								Attendance	Midterm 1	Midterm 2	Presentation	Oral exam	Total			5	5		5	10	Outcome 1		10	10		5	20	Outcome 2		20	20			40	Outcome 3				15		15	Outcome 4								5					5	Outcome not-related	5	35	35	15	10	100	Total		5	5		5	10
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	Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)																																																																											
	Points      Grade																																																																											
	89 – 100    excellent (5)																																																																											
76 – 88     very good (4)																																																																												
63 – 75     good (3)																																																																												
50 – 62     pass (2)																																																																												
0 – 49      fail (1)																																																																												
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>	
<b>3.11 Students obligations</b>	<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>	
<b>3.12 Written assignments</b>	<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>	
<b>3.13 Required reading</b>	1.	Miščančuk M., Engleski jezik u poslovnoj komunikaciji 1 - Manuscript
	2.	
<b>3.14 Additional reading</b>	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., Lindsay, M., Professional English in Use, Marketing CUP, 2008.
	5.	Walker, R., Harding, K., Oxford English for Careers, Tourism 3, OUP, 2009.
<b>4 ADDITIONAL COURSE INFORMATION</b>		
<b>4.1 Quality control</b>	<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 based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.</p>	

<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 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.
<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>	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	<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 to the course and a detailed syllabus. Defining content	Lecture, ppt presentation		
2.	Formal/informal English language	Lecture, ppt presentation	Identify differences between formal / informal vocabulary in a business context	I 2,3
3.	e-mail/letters/memos	Lecture, ppt presentation	Analyse different types of written correspondence	I 3
4.	Types of business letters – Inquiry/offer/order/complaint	Lecture, ppt presentation	Identify different types of business letters	I 3
5.	Telephoning – type of oral communication	Lecture, ppt presentation	Analyse different possibilities of oral communication throughout history	I 2
6.	Mobile phones – history, advantages and disadvantages	Lecture, ppt presentation	Discuss the advantages and disadvantages of mobile phones	I 1,2
7.	Midterm exam 1	Lecture, ppt presentation	Outcomes check	I 1,2,3
8.	Sport – term and historical overview, Olympic Games	Individual work	Analyse the term sport	I1
9.	Type of sport, description – football	Lecture, ppt presentation	Discover the meaning of terms related to a particular sport	I 1,2

10.	Sport and tourism	Lecture, ppt presentation	Define the differences of different types of sports tourism	I 1,2
11.	International business communication	Lecture, ppt presentation	Analyse the differences in business communication in different countries	I 2
12.	Business stereotypes	Lecture, ppt presentation	Analyse the differences in business communication in different countries	I 1,2
13.	Legal vocabulary	Lecture, ppt presentation	Analyse legal vocabulary in a business context	I 2
14.	Vocabulary – contracts, agreements	Lecture, ppt presentation	Analyse legal vocabulary in a business context	I 2
15.	Midterm exam	Individual work	Outcome check	I 1,2,3
<b>EXERCISES/ SEMINARS</b>				
<b>Hours</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. 2.	Introducing students to the way of working and their obligations, the way of checking knowledge.	direct teaching ((lecture, pp presentation)		
3.	Formal/informal English language	Group learning	Identify differences between formal / informal vocabulary in a business context	I 1,2
4. 5.	E-mail/letters/memos	Group learning	Analyse different types of written communication	I 3
6.	Types of business letters	Working on the text, learning by discovery	Analyse different types of written communication	I 2
7.	Inquiry/offer	Working on the text, learning by discovery	Write an inquiry/offer	I 3
8.	Order/complaint	Working on the text, learning by discovery	Write an order/complaint	I 3
9.	Business letters - Exercise	Guided learning by discovery	Write a business letter	I 3
10.	Telephoning – type of oral communication	Working on the text, learning by discovery	Analyse different possibilities of oral communication throughout history	I 2
11. 12.	Mobile phones – history, advantages and disadvantages	Discussion	Discuss the advantages and disadvantages of mobile phones	I 1,2

	Telephone conversation – exercise	Group work	Create and act out a telephone conversation	I 1,2
<b>13.</b> <b>14.</b>	Student presentations	Pp presentation	Prepare and deliver a presentation	I 4
<b>15.</b> <b>16.</b>	Revision	Individual work	Outcomes check	I 1,2, 3
<b>17.</b>	Sport – term and historical overview	Working on the text, learning by discovery	Analyse the term sport	I 1,2
<b>18.</b>	Olympic Games	Working on the text, Group work	Analyse the text	I 1,2
<b>19.</b>	Sport and tourism	Working on the text, Group work	Define the differences of different types of sports tourism	I 1,2
<b>20.</b>	Example of a sport, description - football	Working on the text, learning by discovery	Apply appropriate vocabulary in context	I 1,2
<b>21.</b>	International business communication - generally	Working on the text, learning by discovery	Analyse the differences in the way of business communication in different countries	I 2
<b>22.</b>	Business ethics in Japan - text	Working on the text, learning by discovery	Analyse the way of business communication in Japan	I 1,2
<b>23.</b>	American way of business communication	Learning by discovery, individual learning	Analyse the way of business communication in the USA	I 1,2
<b>24.</b>	Stereotypes	Working on the text, Discussion	Compare stereotypes	I 1,2
<b>25.</b>	Legal vocabulary	Discovery learning, guided	Analyse legal vocabulary in a business context	I 1,2
<b>26.</b>	Vocabulary – contracts, agreements	Group work	Analyse legal vocabulary in a business context	I 1,2
<b>27.</b> <b>28.</b>	Student presentations	Pp presentation	Prepare and deliver a presentation	I 4
<b>29.</b> <b>30.</b>	Revision	Individual work	Outcomes check	I 1,2,3