

<b>Course unit code</b>	
<b>Course unit title</b>	<b>Business English Language 1</b>

GENERAL INFORMATION			
<b>Study program</b>	Undergraduate study program		Year 1.
<b>Director of the course and assistant</b>	Associate professor, Moira Kostić-Bobanović, Ph.D. E-mail: moira.bobanovic@unipu.hr		
<b>Course status</b>	X	Mandatory	Elective
<b>Credits allocated and type of lectures</b>			
		Winter semester	Summer semester
<b>ECTS students workload</b>		6	
<b>Number of hours per semester</b>		90	

#### Course objectives, teaching and learning methods and learning outcomes

The aim of the course is to introduce students to key business concepts, grammar and the language of the business world. It covers a wide range of business situations. There is frequent opportunity for discussion and vocabulary development throughout the course.

The students must have a working knowledge of English Language, which should be polished during the year. By the end students must be able to command economic terminology.

The cassettes and audio CDs contain authentic interviews with experts talking about their fields of business or economics.

#### Requirements, correspondence and correlativity

The course is a comprehensive intermediate to upper-intermediate course for business students. It provides an authentic framework for developing an understanding of key areas of contemporary business, while allowing students to improve their language skills through a variety of relevant and challenging activities. The course meets the curriculum and syllabus requirements of business studies courses taught at various universities worldwide and is an ideal preparation for business examinations.

#### Course content (list of topics)

The students must have a working knowledge of English Language (vocabulary and grammar), which should be polished during the year. By the end students must be able to command economic terminology and to use relevant grammatical structures.

It covers a wide range of business situations such as:

- company structure,
- franchising,
- banking,
- the stock market,
- business and the environment,
- marketing,
- setting up a business.

**Modes of instruction and acquiring knowledge (mark in bold)**

<b>Lectures</b>	<b>Seminars and workshops</b>	<b>Exercises</b>	Individual tasks	<b>Multimedia and internet</b>
Distance learning	Counseling	Laboratory	Tutorial	Fieldwork

**Student requirements****Assessment and evaluation of students (mark in bold)**

<b>Attendance</b>	<b>Class participation</b>	Seminar paper	Experimental work
<b>Written exam</b>	<b>Oral exam</b>	Essay	Research
Project	<b>Continuous assessment</b>	Report	<b>Practical work</b>

Assessment breakdown within the *European credit transfer system*

REQUIREMENTS	HOURS (estimation)	LEARNING OUTCOMES	SHARE IN ECTS	SHARE IN GRADE
Written Examination	54		2	30%
Oral Examination	36		1	20%
Attendance	18		0,5	10%
Class Activity	18		0,5	10%
Continuous Assessment	54		2	30%

**Bibliography****Mandatory bibliography**

Tullis and Trappe: *New insight into business*, Parson, Longman

**Additional bibliography**

Michael McCarthy and Felicity O'Dell: *English Idioms in use*, Cambridge University Press

Michael McCarthy and Felicity O'Dell: *English Vocabulary in Use (advanced)*, Cambridge University Press

Mauro Dujmović, Moira Kostić-Bobanović, *A Handbook of English Grammar*, Sveučilište Jurja Dobrile u Puli

**Additional information on the course**