**General information**

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| Course title: | **Business English A III (1/2), Business English A III (2/2)** |
| ISVU[[1]](#footnote-1) course code: | 170332 i 170333 |
| Studies in which the course is taught: | Hospitality |
| Course Instructor: | Davorka Rujevčan, mag.educ., senior lecturer |
| Course Assistant: | / |
| ECTS credits: | 8.0 |
| Semester of the course execution: | V & VI |
| Academic year: | 2022/ 2023 |
| Exam prerequisites: | / |
| Lectures are given in a foreign language: | English |
| Aims: | Development of productive and receptive language skills (listening, speaking, reading and writing) and expansion of language and grammatical structures (vocabulary, communication samples, phonological and orthographic characteristics) as well as development of general vocabulary and phraseology related to hospitality, economics and tourism; learning competencies necessary for life-long learning, that is, learning to communicate in the conditions of increased international mobility and unstable labour market, motivating independent learning and raising awareness of intercultural aspects |

**Course**

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| Course structure | Number of contact hours per week: | Number of contact hours per semester: | Student’s requirements by type of teaching: |
| Lectures: | 1 | 15 | attendance 80% |
| Tutorials: | 2 | 30 | attendance 80% |
| Practical (lab) sessions: | / | / |  |
| Seminars: | / | / |  |
| Field work: | / | / |  |
| Other: | / | / |  |
| TOTAL: | 3 | 45 |  |

**Monitoring of students' work, knowledge evaluation and learning outcomes**

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| Formation of the grade during the implementation of teaching:  (Define from minimum 5 to maximum 10 learning outcomes) | **LEARNING OUTCOMES**  (upon completion of the course the student should be able to:) | **FACTORS AFFECTING THE GRADE** (e.g. term paper, practical work, presentation, ...) | **MAXIMUM NUMBER OF POINTS PER FACTOR** |
| **I1**: Analyse written text and / or speech from the professional field | Term paper I and II | Term paper 1 – 35 points  Term paper 2 – 35 points  Composition -10 points  Presentation – 5 points  Independant work – 5 points  Oral exam – 10 points |
| **I2**: Interpret topics related to the profession as well as topics of personal interest | Oral exam  Presentation |
| **I3:** Apply appropriate grammatical structures in English | Term paper I and II  Independent work |
| **I4**: Formulate a text on a topic in the professional field and / or personal interest | Composition |
| **I5**: Translate expressions, sentences and text from general language and ESP | Term paper I and II |
| **I6**: |  |
| **I 7:** |  |
| **I 8:** |  |
| **I 9:** |  |
| **I 10:** |  |
| Alternative formation of the grade  ( I 1 – I 10) | **or alternative formation of the grade: I 1 – I 10**  or alternative formation of the grade: I1 – I5  Written exam 70 points  Composition 10 points  Presentation 5 points  Independent work 5 points  Oral exam 10 points | | TOTAL: 100 points |
| Students' competencies | Being able to use the English language to communicate in a personal and professional environment; knowledge of specific terminology and its use in written and spoken language. Independent application of the source of knowledge for the purpose of further education and meeting one's personal and professional needs; independent use of professional literature in a foreign language and application of the acquired know-how in unfamiliar situations. | | |

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| Prerequisites for course approval (lecturer’s signature): | Lecture attendance 80% |
| Prerequisites for taking exams: | Lecture attendance 80% |
| Grading scale: | (According to the Regulations on student assessment of Karlovac University of Applied Sciences, Article 9, Paragraph 5) 90-100 - excellent (5) (A) 80 to 89.9 - very good (4) (B) 65 to 79.9 - good (3) (C) 60 to 64.9 - sufficient (2) (D) 50 to 59.9 - sufficient (2) (E) 0 to 49.9 – fail (1) (F) |

**ECTS structure**

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| ECTS credits allocated to the course reflect the total burden to the student during adoption of the course content. Total contact hours, relative gravity of the content, effort required for exam preparation, as well as, every other possible burden are taken in account: | | | | | |
| **Attendance (active participation)** | **Term paper** | **Composition** | **Presentation** | **Continuous assessment and evaluation** | **Practical work** |
| 0.5 | 1.5 |  | 0.5 |  |  |
| **Independent work** | **Project** | **Written exam** | **Oral exam** | **Other** | |
| 0.5 |  | 3 | 2 |  | |

**Review of topics/units per week associated with learning outcomes**

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| Week | Lectures topics/units and learning outcomes: | Tutorials topics/units and learning outcomes: |
| 1. | Introduction / Business (I2, I4) | Business collocations (I3, I4) |
| 2. | In Difficult Times It pays to Accept Credit cards (I1, I2) | Euphemisms (I4) |
| 3. | Eponyms (I4) | Finance /banking terms (I4, I5) |
| 4. | Tourism (I1, I2) | Tenses / Revision (I1, I2) |
| 5. | Past, Present and Future Development of Tourism (I3, I5) | Countable/Uncountable nouns (I3) |
| 6. | Croatia as a tourist destination (I1, I2) | Development of tourism (I2, I4) |
| 7. | What Makes a Management Guru (I1, I2) | Nature vs. nurture (discussion / report) (I4, I5) |
| 8. | Famous gurus (I1) | Sequence of tenses (I3, I5) |
| 9. | How to Manage Crises (I1, I2) | How to Manage Crises (I4, I5) |
| 10. | Women manage differently from – or better than men? (I1, I2) | Grammar revision (I3, I5) |
| 11. | Case Study(I2, I4) | Case Study – finding the best solution (I1, I2, I4) |
| 12. | Corporate structure and legal status (I1, I3) | Common mistakes in English (I2, I5) |
| 13. | Correcting Mistakes (I1, I3) | Correcting Mistakes (I3, I5) |
| 14. | Analysing visual information (I1, I2) | Approximations (I2, I4) |
| 15. | Preliminary exam | Preliminary exam analysis |
| 16. | Media Tactics – Dancing the Dance (I1) | Writing a notification to the press (I4) |
| 17. | How to Inform the Media (I1, I2) | Register (formal vs. informal); (I3, I5) |
| 18. | Fake news (I1) | Discussion (I2, I4) |
| 19. | Turnaround Management (I1, I2) | Making suggestions / Giving orders (I3, I4, I5) |
| 20. | Pay and Benefits (I2, I4, I5) | Summarizing (I1, I4) |
| 21. | Writing rules (I1, I2, I3) | Cohesive devices (I4) |
| 22. | Employees (I1, I2) | Age-old problem for baby-boomers (I2, I4) |
| 23. | Generation Y (I1, I2) | Describing people (I2, I4) |
| 24. | What makes you employable? (I1, I2) | Describing people (I4, I5) |
| 25. | Soft vs. hard skills (I1, I2) | The language of job ads (I3, I5) |
| 26. | CV (I4) | Writing an effective CV (I3, I4) |
| 27. | Letter of Intent (I2, I5) | Letter of Intent (I4) |
| 28. | Motivation Letter (I2, I5) | Motivation Letter (I4) |
| 29. | Career Paths (I1, I2) | Career Paths / discussion (I4, I5) |
| 30. | Preliminary exam | Preliminary exam analysis |

**References**

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| REFERENCES (compulsory/additional): |
| compulsory  Vyroubal, V., English for Business, Veleučilište u Karlovcu, II izdanje, 2012.  Mackenzie, I, English for Business Studies, Cambridge University Press, II izdanje, 2002.  additional  Mackenzie, I., Management and Marketing, Thomson & Heinle, I izdanje, 2002.  Trappe, T. & Tullis, G., Intelligent Business, Longman, I izdanje, 2006.  Emmerson, P., Business Vocabulary Builder, Macmillan, I izdanje, 2009.  Jacob, M. & Strutt, P., English for International Tourism, XII izdanje, 2006.  Cotton, D. et al., Language Leader Advanced, Pearson Longman, 2010.  Bačić, M., Fabijanić, N., Karanikić, I., HEKON: rječnik ekonomskog nazivlja, Prolingua 2008  websites:  www.headsupenglish.com/index.php/better-language-teaching  www.theguardian.com i sl. |

**Exams for the academic year: 2022/2023**

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| Exam dates: | According to the schedule of exams for academic year 2022/2023 |

**Contact information**

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| 1. Course Instructor/Lecturer: | Davorka Rujevčan, mag.educ., senior lecturer |
| e-mail: | [davorka.rujevcan@vuka.hr](mailto:davorka.rujevcan@vuka.hr) |
| Office hours / Consultations: | According to the schedule of the Business Department |
| 2. Course Instructor/Lecturer: | / |
| e-mail: | / |
| Office hours / Consultations: | / |

1. ISVU – Information System of Higher Education Institutions in Croatia [↑](#footnote-ref-1)