**General information**

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| Course title: | **Business English A III** |
| ISVU[[1]](#footnote-1) course code: | 225720 |
| Studies in which the course is taught: | Hospitality |
| Course Instructor: | Davorka Rujevčan, mag.educ., senior lecturer |
| Course Assistant: | / |
| ECTS credits: | 4.0 |
| Semester of the course execution: | III |
| Academic year: | 2022/ 2023 |
| Exam prerequisites: | Passed exam Business English A II |
| 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 | Written exam | Written exam - 70 points  Presentation -10 points  Independent work – 5 points  Oral exam – 15 points |
| **I2**: Interpret topics related to the profession as well as topics of personal interest | Presentation  Oral exam |
| **I3:** Apply appropriate grammatical structures in English | Written exam  Independent work |
| **I4**: Formulate a text on a topic in the professional field and / or personal interest | Written exam |
| **I5**: Translate expressions, sentences and text from general language and ESP | Written exam |
| **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** | | 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 |  |  |
| **Independent work** | **Project** | **Written exam** | **Oral exam** | **Other** | |
| 0.5 |  | 1 | 1 |  | |

**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 / Revision (I1, I2) | Grammar and vocabulary revision (I3, I5) |
| 2. | Advertising (I1, I3) | Advertising media, techniques (I2, I4) |
| 3. | Passive (I1, I2) | Passive (all forms) (I3, I4) |
| 4. | Promotion and marketing (I1, I3) | Market collocations (I2, I4) |
| 5. | Meeting Etiquette (I5, I2) | Taking minutes (I4, I5) |
| 6. | Collocations with ‘a meeting’(I1, I2, I4) | Roleplays – meeting (I4) |
| 7. | Business Face to Face with Facebook (I1, I5) | Networking (I1, I2, I4) |
| 8. | Conditional Sentences (I1, I3) | Conditional sentences I&II (I3, I5) |
| 9. | Social Media (I1, I2) | Conditional sentences III (I3, I5) |
| 10. | Presentation Skills (I1, I2) | Discussing advantages and pitfalls of social media (I2. I4) |
| 11. | Presentation Skills (I1, I4) | Presenting oneself (I2, I4) |
| 12. | Creating a PowerPoint Presentation / Presenting (I2, I4) | Presentations (I3, I4) |
| 13. | Special Difficulties / Similar Words Different Meanings (I1, I2, I5) | Presentations (I4) |
| 14. | The Hawthorne Effect (I1, I5) | Comparing workplaces (I2, I4) |
| 15. | Preliminary Exam III | Preliminary Exam Analysis |

**References**

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| REFERENCES (compulsory/additional): |
| compulsory  Vyroubal, V., English for Business, Veleučilište u Karlovcu, II izdanje, 2012  additional  Mackenzie, I, English for Business Studies, Cambridge University Press, II izdanje, 2002  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  Bačić, M., Fabijanić, N., Karanikić, I., HEKON: rječnik ekonomskog nazivlja, Prolingua 2008 |

**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 |
| 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)