



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Business English IV								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	PENG4	1.7. Year of Study	Second						
1.4. Course Code	CM19122	1.8. Semester	Fourth / Summer						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Type	Total Hours								
Lectures	15								
Exercises	15								

2. TEACHING STAFF

2.1. Lecturer in Charge	Adrian Beljo	2.6. Course Associates	Natasa Mance
2.2. Academic Rank	Mag. educ. philol. angl. et mag. educ. inf.	2.7. Academic Rank	MA
2.3. Teaching Rank	Senior Lecturer	2.8. Teaching Rank	Lecturer
2.4. Contact e-mail	adrian.beljo@bernays.hr	2.9. Contact e-mail	natasa.mance@bernays.hr
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course <i>Business English 4</i> is to acquire basic knowledge on the use of contemporary English language in the business world and media through development of the four language skills (writing, reading, speaking and listening). Acquisition and application of language and grammatical structures typical for various media and the business environment. Mastering targeted vocabulary within the diverse topics covered.
3.2. Enrolment Criteria	There are no enrolment requirements for this course.



3.3. Learning Outcomes	<p>LO1: Describe and apply the basic principles of a successful presentation delivered in the English language.</p> <p>LO2: Recognise and use key words and phrases in the English language for the introduction and conclusion; key words and phrases to structure a presentation and describe graphs, tables, diagrams etc.; to handle and answer questions.</p> <p>LO3: Demonstrate acquired presentation skills on a specific, programme-related topic.</p> <p>LO4: Provide arguments to support an opinion on a programme-related topic.</p>																	
3.4. Course Content	<ol style="list-style-type: none"> 1. Basic features of a successful presentation 2. Common words and expressions to provide basic information about oneself, one's institution etc. 3. Presentation introductions (key words and phrases + use in practice) 4. Presentation content and formal structure 5. Functional styles – differences between formal and informal style 6. Common words and expressions used to describe graphs and tables 7. Non-verbal communication 8. Presentation conclusion (key words and phrases) 9. Handling and answering presentation questions successfully (key words and phrases) 10. Assessment of presentation success 11. Basic techniques and strategies for successful listening in an academic environment 12. Student presentations on a selected topic 																	
3.5. Types of Class Activities	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper								
	X	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.								
3.6. Course Language	English Language																	
3.7. Student Obligations	Regular class attendance and active participation.																	
3.8. Monitoring Student Work and ECTS	1	Class Attendance	3	Written Exam		Seminar Paper		Preliminary Exam(s)		Project								
		Activities in Class		Oral Exam		Research		Essay		Misc.								
3.9. Grading Students during Class and Final Exam	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #cccccc;">Grade Type</th> <th style="background-color: #cccccc;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance</td> <td style="text-align: center;">5</td> </tr> <tr> <td>2. Preliminary Exam / Exam</td> <td style="text-align: center;">95</td> </tr> <tr> <td>Total Points (class attendance + final exam)</td> <td style="text-align: center;">100</td> </tr> </tbody> </table>										Grade Type	Points	1. Class Attendance	5	2. Preliminary Exam / Exam	95	Total Points (class attendance + final exam)	100
Grade Type	Points																	
1. Class Attendance	5																	
2. Preliminary Exam / Exam	95																	
Total Points (class attendance + final exam)	100																	



3.10. Obligatory Literature	Authentic language materials and texts; worksheets and exercises
3.11. Supplementary Literature	<ol style="list-style-type: none">1. McLisky, M. (2011). <i>English for Public Relations in Higher Education Studies</i>, Garnet Publishing2. Ceramella, N., Lee, E. (2008). <i>English for the Media</i>, Cambridge: Cambridge University Press3. MacKenzie, I. (2010). <i>English for Business Studies</i>, Cambridge: Cambridge University Press4. Mascull, B. (1995). <i>Collins Cobuild Key Words in the Media</i>, London: Harper Collins Publishers5. Student's choice of English Grammar6. Monolingual English language dictionary, student's choice
3.12. Quality Monitoring Methods	Observations and evaluation of teaching; student questionnaires