



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Business English III								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	PENG3	1.7. Year of Study	Second						
1.4. Course Code	CM19118	1.8. Semester	Third / Winter						
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	
2.2. Academic Rank	Mag. educ. philol. angl. et mag. educ. inf.	2.7. Academic Rank	
2.3. Teaching Rank	Senior Lecturer	2.8. Teaching Rank	
2.4. Contact e-mail	adrian.beljo@bernays.hr	2.9. Contact e-mail	
2.5. Consultations	According to published schedule	2.10. Consultations	

3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course <i>Business English 3</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	Enrolment in second year of study programme.



3.3. Learning Outcomes	<p>LO1: Apply learned reading with understanding techniques, apply effective communication techniques.</p> <p>LO2: Demonstrate the ability to recount and comment on articles and professional texts from authentic materials.</p> <p>LO3: Understand and explain in the English language the basic terminology utilised in the course.</p> <p>LO4: Demonstrate the ability to paraphrase and use the mastered profession-related vocabulary.</p>																				
3.4. Course Content	<ol style="list-style-type: none"> 1. Introduction to general vocabulary related to public relations 2. Introduction to general vocabulary related to print and electronic media 3. Reading techniques and strategies – practicing with authentic texts and articles 4. Interviews – practicing reported speech 5. Reading skills and vocabulary related to public relations 6. Introduction to collocations, working with selected texts on print and electronic media 7. Reading skills and vocabulary on the topic – Three sectors of the economy 8. Headlines in print media – various styles, comparison of headlines in quality print and tabloids 9. Business communication (communication by letter, email, talking on the phone) 10. Preliminary exam 																				
3.5. Types of Class Activities	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">X</td> <td style="width: 20%;">Lectures</td> <td style="width: 10%; text-align: center;">X</td> <td style="width: 20%;">Exercises</td> <td style="width: 10%;"></td> <td style="width: 20%;">Field Trips</td> <td style="width: 10%;"></td> <td style="width: 20%;">Multimedia and Network</td> <td style="width: 10%;"></td> <td style="width: 20%;">Mentored Paper</td> </tr> <tr> <td></td> <td>Seminars and Workshops</td> <td></td> <td>Distance Learning</td> <td style="text-align: center;">X</td> <td>Independent Assignments</td> <td></td> <td>Laboratory</td> <td></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper		Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.
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	Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.												
3.6. Course Language	English Language																				
3.7. Student Obligations	Regular class attendance and active participation, obligatory assignments, preliminary exam, exam.																				
3.8. Monitoring Student Work and ECTS	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">1</td> <td style="width: 20%;">Class Attendance</td> <td style="width: 10%;"></td> <td style="width: 20%;">Written Exam</td> <td style="width: 10%;"></td> <td style="width: 20%;">Seminar Paper</td> <td style="width: 10%; text-align: center;">3</td> <td style="width: 20%;">Preliminary Exam(s)</td> <td style="width: 10%;"></td> <td style="width: 20%;">Project</td> </tr> <tr> <td></td> <td>Activities in Class</td> <td></td> <td>Oral Exam</td> <td></td> <td>Research</td> <td></td> <td>Essay</td> <td></td> <td>Misc.</td> </tr> </table>	1	Class Attendance		Written Exam		Seminar Paper	3	Preliminary Exam(s)		Project		Activities in Class		Oral Exam		Research		Essay		Misc.
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3.9. Grading Students during Class and Final Exam	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #D3D3D3;"> <th style="text-align: left;">Grade Type</th> <th style="text-align: center;">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 style="background-color: #D3D3D3;"> <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												
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3.10. Obligatory Literature	Authentic language materials and texts; worksheets and exercises																				



3.11. Supplement ary Literature

1. Ceramella, N., Lee, E. (2008). *English for the Media*, Cambridge: Cambridge University Press
2. MacKenzie, I. (2010). *English for Business Studies*, Cambridge: Cambridge University Press
3. Mascull, B. (1995). *Collins Cobuild Key Words in the Media*, London: Harper Collins Publishers
4. Student's choice of English Grammar
5. Monolingual English language dictionary, student's choice

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires