



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Business English I								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	PENG1	1.7. Year of Study	First						
1.4. Course Code	TDM19306	1.8. Semester	First / 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 1</i> is to develop reading, listening and speaking skills related to selected topics from the area of the study programme (language learning, studying abroad, branding and presenting effectively). Furthermore, the objectives are to familiarise students with basic vocabulary features of the English language, particularly at the level of semantics and morphology, and to expand vocabulary related to the study programme.
3.2. Enrolment Criteria	There are no specific conditions for enrolment in this course.



3.3. Learning Outcomes	<p>LO1: Recognise and interpret formal and informal style, especially at the vocabulary level.</p> <p>LO2: Identify and interpret collocations, phrasal verbs, words with multiple meanings, and used them both in spoken and written form.</p> <p>LO3: Use dictionaries and other available reference books and sources for further developing English language competencies.</p> <p>LO4: Explain the main idea in texts, conversations and speeches in the English language from selected areas (language learning, studying abroad, branding, presenting effectively).</p>																				
3.4. Course Content	<ol style="list-style-type: none"> 1. Placement test, review of tenses, use of dictionaries and other reference books 2. Formal and informal style, emphasis on vocabulary 3. Reading and listening skills, vocabulary development on the topic of language learning 4. Reading and listening skills, vocabulary development on the topic of studying abroad 5. Phrasal verbs, listening skills 6. Reading and listening skills, vocabulary development on the topic of branding 7. Collocations and listening skills 8. Reading skills and listening skills, vocabulary development on the topic of presenting effectively 9. Words with multiple meanings and listening skills 10. Preliminary exam 																				
3.5. Types of Class Activities	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">X</td> <td>Lectures</td> <td style="text-align: center;">X</td> <td>Exercises</td> <td style="text-align: center;"></td> <td>Field Trips</td> <td style="text-align: center;"></td> <td>Multimedia and Network</td> <td style="text-align: center;"></td> <td>Mentored Paper</td> </tr> <tr> <td style="text-align: center;"></td> <td>Seminars and Workshops</td> <td style="text-align: center;"></td> <td>Distance Learning</td> <td style="text-align: center;">X</td> <td>Independent Assignments</td> <td style="text-align: center;"></td> <td>Laboratory</td> <td style="text-align: center;"></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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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 border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">1</td> <td>Class Attendance</td> <td style="text-align: center;"></td> <td>Written Exam</td> <td style="text-align: center;"></td> <td>Seminar Paper</td> <td style="text-align: center;">3</td> <td>Preliminary Exam(s)</td> <td style="text-align: center;"></td> <td>Project</td> </tr> <tr> <td style="text-align: center;"></td> <td>Activities in Class</td> <td style="text-align: center;"></td> <td>Oral Exam</td> <td style="text-align: center;"></td> <td>Research</td> <td style="text-align: center;"></td> <td>Essay</td> <td style="text-align: center;"></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> <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> <td>Total Points (class + 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 + final exam)	100												
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3.10. Obligatory Literature	1. Beljo, A. and Miškulin Saletović, L. (2014) <i>English for Communication Management 1</i> : Zagreb: Edward Bernays College of Communication Management (selected units)																				



3.11. Supplement ary Literature

1. Miškulin Saletović, L., Vojković Eštatiev, V. and Beljo, A. (2012) *English Academic Vocabulary for Social Sciences and Humanities*: Zagreb: Hrvatski studiji Sveučilišta u Zagrebu (selected units)
2. Student's choice of English Grammar
3. Monolingual English language dictionary, student's choice

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires