

## DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course leader	Mirjana Bautović, prof.	
Name of the course	Business English	
Study program	Professional Short Study Entrepreneurship	
Course status	Compulsory	
Year	First year	
Point value and method of teaching	ECTS student load coefficient	6
	Number of hours (L+E+S)	(30+30+0)

DESCRIPTION OF THE COLLEGE
1.1. Objectives of the college
<i>Adopting the basic vocabulary, structure, and functions of business English language necessary for oral and written communication in the business environment. Familiarizing students with the characteristics of business discourse and methods of elaborating it in the English language.</i>
1.2. Conditions for course enrollment
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1.3. Expected learning outcomes for the course
<ol style="list-style-type: none"> <li>1. Identify key ideas from spoken or written texts on a business-related topic.</li> <li>2. Explain specific positions within a company's hierarchy.</li> <li>3. Apply appropriate vocabulary and collocations related to entrepreneurship and business.</li> <li>4. Compare different types of business organizations.</li> <li>5. Present a specific company, including its ownership structure, legal form, and market position.</li> <li>6. Analyze formal registers and forms of written communication.</li> </ol>
1.4. Course content
<p>1. Introduction – Role and objectives of the course, main areas of study – Business English (ESP – English for Specific Purposes) – specialized vocabulary and relevant skills; comparison with General English (GE).</p> <p>2. Company – Description, core business activities, structure, different departments, management methods, basic legal forms.</p> <p>3. Entrepreneurship – Prerequisites, financing methods – bank loans, investment funds, business angels, crowdfunding; elevator pitch – how to successfully and concisely present a business idea to potential investors.</p>

4. Presentation skills – Elements of a successful presentation; language and structures used in presentations; presenting a business entity; graphical representation of business operations – use of appropriate vocabulary.

5. Employment – Job search process; the role of social media; how to write a cover letter and CV; elements of an employment contract, new work models: gig economy.

6. Formal and informal register; written forms of business communication – structure and writing of a business email.

#### 1.5. Types of teaching

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|---|---|
| <input checked="" type="checkbox"/> lectures    | <input checked="" type="checkbox"/> independent tasks |
| <input type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network       |
| <input checked="" type="checkbox"/> exercises   | <input type="checkbox"/> laboratory                   |
| <input type="checkbox"/> distance education     | <input type="checkbox"/> mentoring work               |
| <input type="checkbox"/> field work             | <input type="checkbox"/> the rest                     |
|   | _____   |
|   | –   |

#### 1.6. Obligations of students

*The obligations of students are prescribed in detail in the Statute, the Rules of Study and the Instructions on Student Obligations. The key obligations of students are:*

*ATTENDANCE AT CLASSES: students have an obligation to attend classes, actively monitor lectures and exercises, and participate constructively in classes, and in order to acquire the right to sit for the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, his attendance at classes is recorded through the Infoeduk digital attendance system. The minimum obligations are;*

- *Full-time students must attend at least 70% of the total number of hours of classes in order to exercise the right to sign.*
- *Part-time students must attend at least 50% of the total number of hours of classes in order to exercise the right to sign.*

*EXAMINATION: in order to obtain a positive grade in the subject, it is necessary to obtain at least 54 points from the subject, but also at least 50% points for each learning outcome. The method of taking the exam is described in more detail in the section Assessment and evaluation of students' work during classes and on the final exam.*

*LESSON ACTIVITY: Presentations on the topic being covered.*

*ASSIGNMENT: Writing homework on the topic being covered.*

#### 1.7. Monitoring of students' work (add X next to the appropriate form of monitoring)

Class attendance	X	Class activity	X	Seminar work		Experimental work	
Written exam	X	Oral exam		Essay		Research	
Project		Continuous verification of knowledge	X	Report		Practical work	
Portfolio		Homework	X				

#### 1.8. Assessment and evaluation of student work during classes and at the final exam

*Assessment and evaluation of students' work during classes and at the final exam is carried out based on the Study Regulations of the EFFECTUS University.*

*To improve students' progress in classes, lectures, exercises, continuous testing of knowledge (interim*

exams, activity in classes, assignments) and exams are conducted. In this way, students adopt smaller teaching units and master the course material more easily.

The total number of points is distributed through the following activities:

#### *Assessment and Student Engagement in the Course*

The course structure is designed to promote active student participation and ensure a comprehensive evaluation of their knowledge and practical skills. The total ECTS credit allocation for the course is 6, distributed across different assessment components, including class attendance, midterm exams, in-class participation, assignments, and the final exam. Each component contributes to the overall learning experience, ensuring that students develop both theoretical and practical competencies.

#### *Class Attendance*

Class attendance is a fundamental requirement of the course, carrying 2 ECTS credits. Students are expected to actively participate in lectures and exercises, which cover learning outcomes 1 to 6. Attendance is systematically recorded, but it does not contribute to the final grade, as it serves as a fundamental prerequisite for course completion.

#### *Midterm Exams*

Midterm exams play a significant role in student assessment and carry 2 ECTS credits. They are structured as follows:

- Midterm Exam 1 assesses learning outcomes 1, 2, and 3
- Midterm Exam 2 assesses learning outcomes 4, 5, and 6

Students participate in a written examination that includes various types of questions, such as:

- Text comprehension questions, requiring students to fill in blanks with or without given words
- Using appropriate phrases to express specific functions when writing an email
- Matching words to form collocations and applying them in sentence contexts
- Short essay questions
- Describing a company's business operations using graphical data

The grading distribution for midterms is as follows:

- Midterm Exam 1: Maximum 42 points (14 points per learning outcome)
- Midterm Exam 2: Maximum 42 points (14 points per learning outcome)
- Total possible score: 0 - 84 points

#### *In-Class Participation*

To encourage active learning, 1 ECTS credit is allocated to class participation, which includes student presentations on the topics covered in the course. This component allows students to enhance their communication and analytical skills.

- Maximum of 6 points available.

#### *Assignments*

*Assignments are an integral part of the course, carrying 1 ECTS credit, and focus on learning outcomes 4 and 5. Students are required to complete written tasks, including:*

- *Writing a motivation letter*
- *Describing graphical data*
- *Providing a written reflection on a given topic*

*The grading criteria allocate a maximum of 10 points for assignments.*

#### **Final Exam**

*The final exam is a comprehensive assessment covering all six learning outcomes. It consists of:*

- *A written exam with various question types*
- *Submission of completed assignments*

*The exam evaluates students' overall understanding of the course material and their ability to apply language skills effectively. The grading criteria allocate up to 94 points.*

#### **Total ECTS and Grading Distribution**

*The overall assessment structure amounts to 6 ECTS credits and a total of 100 points. Each component is designed to foster active learning, critical thinking, and the practical application of business communication skills, ensuring that students develop both linguistic and analytical competencies.*

*\*FINAL EXAM - a student who, during the continuous assessment of knowledge, did not meet the requirements for passing the exam (achieved a total of at least 54 points in the course and met the lower point threshold for acceptance of each learning outcome, i.e. a minimum of 50% points for each learning outcome), can take the learning outcome of the course in the final exam. On the final exam, it is possible to achieve a maximum of 94 points (100 – activity in class 6 points = 94 points). The student can get additional points on the Challenge learning outcome.*

*To earn points from the assignments, it is necessary to submit the assignments at the given time.*

<b>NAME OF THE LEARNING OUTCOME</b>	<b>INTERMEDIATE EXAM/EXAM</b>	<b>CLASS ACTIVITY</b>	<b>PRACTICAL WORK</b>	<b>TOTAL</b>
OUTCOME 1	14	1	0	15
OUTCOME 2	14	1	0	15
OUTCOME 3	14	1	0	15
OUTCOME 4	14	1	5	20
OUTCOME 5	14	1	5	20
OUTCOME 6	14	1	0	15
<b>TOTAL</b>	<b>84</b>	<b>6</b>	<b>10</b>	<b>100</b>

#### **EVALUATION:**

*In order to achieve a positive grade in the course, the student must cumulatively fulfill two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for acceptance of each individual learning outcome, which is 50% of the total points of the learning outcome.*

*Grades are calculated based on the following distribution of points:*

NUMBER OF POINTS	GRADE
0,00 – 53,90	Unsufficient (1)
54,00 – 64,90	Sufficient (2)
65,00 – 79,90	Good (3)
80,00 – 89,90	Very Good (4)
90,00 i više	Excellent (5)

*The assessment is carried out in a transparent way by collecting points. The subject is evaluated with 100.00 points (with the possibility of obtaining an additional 8 points on the Challenge learning outcome).*

*CHALLENGE LEARNING OUTCOME - the student through the Challenge learning outcome has the opportunity to obtain an additional maximum of 8 points; the student independently chooses one of the activities proposed in the first lesson, and has the option to independently propose an activity with which he wants to increase the number of points and, with the consent of the subject holder, achieves them according to the criteria of the subject. The points for the Challenge learning outcome are not distributed according to the learning outcomes, but the achieved number constitutes an additional number of points to the total number of points achieved according to the learning outcomes.*

*Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically coded permit to take the exam.*

#### **1.9. Mandatory literature and the number of copies in relation to the number of students currently attending classes in the course**

Title	Number of copies	Number of students
Business English 1- Resource bank	50	50

#### **1.10. Supplementary literature**

1. Longman Business English Dictionary
2. Investopedia.com <https://www.investopedia.com/>
3. Financial Dictionary – The Free Dictionary <https://financial-dictionary.thefreedictionary.com/>
4. MacKenzie I. English for Business Studies (3rd Ed), CUP

*1.11. Methods of quality monitoring that ensure the acquisition of output knowledge, skills and competences*

- *Statistical processing and analysis of exam results (checking for Gaussian curve/normal distribution of success, comparing and tracking exam results across different cohorts, analyzing understanding of individual modules/questions on the exam, etc.),*
- *Conducting surveys among students,*
- *Evaluation and self-assessment of instructors,*
- *Achieved results and level of knowledge demonstrated during the preparation and defense of the final thesis (for students who choose a thesis in this subject),*
- *Analysis of quality center manager reports,*
- *Feedback from graduates on the usefulness of the content of this subject in their professional activities.*