

DESCRIPTION OF THE COURSE

GENERAL INFORMATION		
Course Holder	Mirjana Bautović	
The name of the college	Business English 3.	
Study program	Professional Undergraduate Study	
Status of the College	Elective Course	
Year	2nd Year	
Point value and method of teaching	ECTS coefficient of student workload	5
	Number of hours (P+V)	30+15

DESCRIPTION OF THE COURSE
1.1. <i>Objectives of the course</i>
The basic goal of the course Business English 3 is to expand the acquired knowledge of business English so that students can understand complex texts and discuss and argue their views using the acquired vocabulary, as well as independently present a certain topic from the covered area. Students should critically reflect on the taxation system, compare examples of takeovers and mergers of companies, marketing strategies, new technologies in business, as well as judge which and why are unethical business practices.
1.2. <i>Requirements for enrolment in the course</i>

1.3. *Expected learning outcomes for the course*

Students should be able to:

- 1. Show the types of taxes and explain their purpose**
- 2. Define the reasons and effects of mergers and acquisitions**
- 3. Explain the concept of marketing; describe promotional tools**
- 4. Define what is considered unethical in business**
- 5. Describe how to successfully manage a crisis**
- 6. To show the future of business with regard to the development of new technologies**

1.4. *Course content*

1. Taxes
 - Classification; Tax-related co-locations
 - Why do we pay taxes? Tax avoidance;
 - Is taxation fair – pros and cons (discussion);
2. Mergers and acquisitions (M&As)
 - Reasons
 - Vertical and Horizontal Integration - Examples
 - Hostile takeover
 - The role of investment banks
3. Marketing
 - Comparison of marketing and advertising
 - Types of promotional tools
 - PR
4. Ethics in business
 - What is considered (un)ethical?
 - Unethical vs Illegal
 - What would you do in these situations
5. Crisis management
 - What is a crisis in business?
 - Possible causes of the crisis

- Examples of successful and unsuccessful crisis management
 - case study
6. Future and innovation
- history of innovation;
 - Croatian innovators;
 - New technologies - impact and consequences

1.5. Types of teaching (put X)

- ☒ lectures
- ☐ Seminars
- Workshops
- ☒ exercises
- ☐ Distance education
- ☐ Field Teaching

- ☐ Independent tasks
- ☐ Multimedia & Network
- ☐ laboratory
- ☐ Mentoring work
- ☐ Other _____

1.6. Student obligations

The obligations of students are prescribed in detail by the Statute, Study Regulations, and Student Obligations Guidelines. The key obligations of students are:

ATTENDANCE AT CLASSES: *students have the obligation to attend classes, actively follow lectures and exercises, and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Info Eduka digital office system. The minimum ones are mandatory;*

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

PASSING EXAMS: *in order to achieve a positive grade in the subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each barrel of learning. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.*

**FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination of knowledge (has achieved a total of at least 54 points in the course and has met the lower point threshold of adoption of each learning outcome, i.e. a minimum of 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam.*

Participation in the written test

-questions of different types: linking tasks to obtain collocations and their use in the context of a sentence, questions of checking the understanding of the text by supplementing with or without the words offered, the use of appropriate phrases to express certain functions when writing an e-mail, management tasks – formal and informal style, short essay questions related to a relevant topic, describing the business of a company using a graph

1.7. Student Work Tracking (Add X to the appropriate tracking format)

Attending classes	x	Teaching activity		Seminar paper		Experimental work	
Written exam	x	Oral exam		Essay		Research	
Project		Continuous Assessment*		Report		Practical work	
Portfolio							

1.8. Assessment and evaluation of students' work during classes and at the final exam

Evaluation and evaluation of students' work during classes and at the final exam is carried out on the basis of the Regulations on Studying of the EFFECTUS University of Applied Sciences.



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Allocation of points according to the forms of student work monitoring

	Attending classes	Written exam	Project	Seminar paper	Practical work	Altogether
I1		16				16
I2		16				16
I3		16				16
I4		16				16
I5		16				16
I6		16				16
OUT OF OUTCOME	4					4
ALTOGETHER	4	96				100

Linking learning outcomes, teaching methods and knowledge assessment methods:

Forms of monitoring	Learning outcomes	Teaching method	Knowledge assessment method	Maximum number of points
<i>Attending classes</i>	<i>1-6</i>	<i>Lectures and exercises</i>	<i>Record Lists</i>	<i>4</i>
<i>Written exam</i>	<i>1-6</i>	<i>Lectures, exercises, group tasks</i>	<i>Essay Questions, Alternative Assignments</i>	<i>96</i>
<i>Altogether</i>	<i>/</i>	<i>/</i>	<i>/</i>	<i>100</i>

Forms of monitoring	Name of the learning outcomes	Teaching method	Knowledge assessment method	Maximum number of points
Attending classes	All outcomes	Lecture and exercises	Records of attendance at classes	4
	Outcome 1	Lecture	Replenishment tasks Connection tasks	16

Written exam	Consider the different types of taxes and compare tax rates	Presentation Work on text	Tasks of simple recall		
	Outcome 2 Clarify the purpose of mergers and acquisitions	Lecture Guided training Training and feedback	Tasks of connecting and completing sentences Short Essay Questions	16	
	Outcome 3 Evaluate advertising methods Compare marketing and PR	Lecture Open questions discussion	Connection tasks Short Essay Questions Replenishment tasks	16	
	Outcome 4 Consider what is an unethical and what is an illegal business practice	Asking open-ended questions Guided discussion Work in pairs	Text Completion Without Suggested Words Questions that require a short answer	16	



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	Outcome 5 Compare successful and unsuccessful crisis management	Open questions Case Study	Tasks of connecting and completing sentences Short Essay Questions	16	
	Outcome 6 Brainstorm ideas and consider the future of business	Discussion Reading comprehension Work in pairs	Tasks of connecting and completing sentences Supplement text with phrases	16	
			ALTOGETHER	100	



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<i>Type of student workload</i>	<i>Student Load Hours</i>	<i>ECTS credits</i>
Attending contact classes	45	1,5
Field Trips/Visits Outside the College		
Independent study/research	30	1
Outside the classroom preparation and preparation of seminars/presentations		
Work on an out-of-classroom project assignment		
Independent preparation for exams and exam time	45	1,5
Consultation activities	30	1
Other		
TOTAL ECTS credits	150	5

RATING:

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

Grades are calculated based on the following distribution of points:

<i>SCORE</i>	<i>RATING</i>
<i>0,00 – 53,90</i>	<i>Insufficient (1)</i>
<i>54,00 – 64,90</i>	<i>Sufficient (2)</i>
<i>65,00 – 79,90</i>	<i>Good (3)</i>
<i>80,00 – 89,90</i>	<i>Very good (4)</i>
<i>90.00 and more</i>	<i>Excellent (5)</i>

Grading is carried out in a transparent manner by collecting points. Each subject is evaluated with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).

CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity with which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the course. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved makes 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 encrypted permission to take the exam.

1.9. <i>Required reading and number of copies in relation to the number of students currently attending classes in the course</i>		
<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Business English – Teaching Materials	-	-
1.10. <i>Supplementary literature</i>		
<ol style="list-style-type: none"> 1. MacKenzie I. <i>English for Business Studies (3rd Ed)</i>, CUP 2. <i>Longman Business English Dictionary</i> 3. <i>Investopedia.com</i> https://www.investopedia.com/ 4. <i>Financial Dictionary – The Free Dictionary</i> https://financial-dictionary.thefreedictionary.com/ 		
1.11. <i>Ways of quality monitoring that ensure the acquisition of output knowledge, skills and competencies</i>		
<ul style="list-style-type: none"> • analysis of exam results, achieved results, level of understanding and knowledge during exercises, practical tasks and group work, • conducting a survey among students, • Evaluation of the teacher, • Analysis of the Quality Center report and • Feedback from students who have already graduated and their employers on the usefulness of the content of this course in the performance of the work they do. 		