

DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course Holder	Mirjana Bautović	
Name of the College	Business English 1	
Study program	Professional Short Study in Entrepreneurship	
Status of the College	Mandatory	
Code	PEJ-1-P-26	
Year	1. Year	
Point value and method of teaching	ECTS Student Workload Coefficient	6
	Number of hours (P+V)	30+30

DESCRIPTION OF THE COLLEGE	
1.1. <i>Objectives of the course</i>	
Acquiring the basic vocabulary, structures and functions of business English necessary for oral and written communication in English in a business environment. Introducing students to the peculiarities of business discourse and ways of its elaboration in English.	
1.2. <i>Requirements for enrolment in the course</i>	
1.3. <i>Expected learning outcomes for the course</i>	
1. Identify the basic ideas of a spoken or written text on a business topic. 2. Explain certain positions in the hierarchy of the company 3. Apply appropriate vocabulary and collocations on the topic of entrepreneurship and business. 4. Adopt basic financial terms related to money and the role of banks, 5. To show a specific company, its ownership structure, legal form, market position. 6. Analyze the negotiation process and skills.	
1.4. <i>The content of the course</i>	
1. Introduction - role and objectives of the course, main objects of study - business English - ESP (English for special purposes) - specific vocabulary and relevant skills; Comparison with General English – GE (General English) 2. Company – description, core business, structure, different departments, management mode, basic legal forms; 3. Entrepreneurship – prerequisites, methods of financing – bank loans, investment funds, business angels, crowdfunding; Elevator pitch – how to successfully and concisely present a business idea to a potential investor	

4. Presentation skills – elements of a successful presentation; the language and structures of presentation; presentation of the business entity; Graphic description of the business – use of appropriate vocabulary 5. Employment – the process of finding a job; the role of social networks; how to write a cover letter and resume; Elements of employment contracts, new forms of work: gig economy 6. The negotiation process and how to run it successfully							
1.5. Types of teaching (put X)				X lectures ☐ Seminars and workshops X Exercises ☐ Distance education ☐ Field Teaching		Xstandalone tasks ☐ Multimedia & Network ☐ Laboratory ☐ mentoring work ☐ other	
1.6. Obligations of students							
Student obligations are prescribed in detail by the Statute, the Study Regulations and the Instructions on Student Obligations. The key obligations of students are: ATTENDANCE AT CLASSES: students are obliged 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 Infoeduka digital office system. The minimum commitments are; • Full-time students must attend at least 70% of the total number of classes to be eligible to sign. • Part-time students need to attend at least 50% of the total number of teaching hours to be eligible to sign. EXAM: 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 learning outcome. 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. TEACHING ACTIVITY: Presentations on the topic being addressed. ASSIGNMENTS: Writing homework on the topic being addressed.							
1.7. Monitoring of student work (add X with the appropriate form of monitoring)							
Attendance	x	Class activity (presentation)	x	Term paper		Experimental work	
Written exam	x	Oral exam		Essay		Research	
Design		Continuous assessment of knowledge	x	Paper		Practical work	
Portfolio		Tasks	x				
1.8. Assessment and evaluation of students' work during classes and at the final exam							
Assessment and evaluation of students' work during classes and at the final exam is carried out on the basis of the Study Regulations of the EFFECTUS University of Applied Sciences. <i>In order to improve the effective progress of students in teaching, lectures, exercises, continuous testing of knowledge (intermediate exams, teaching activity, homework) and an exam are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.</i>							

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

Activity	ECTS credits	Learning outcomes	Student activity	Valuation method	Maximum number rating point
<i>Attendance</i>	<i>2</i>	<i>1-6</i>	<i>Participation in classes - lectures and exercises</i>	<i>Recording student attendance</i>	<i>0</i>
<i>Intermediate exams</i>	<i>2</i>	<i>Intermediate 1 – outcomes 1, 2 and 3 Intermediate exam 2 - outcomes 4, 5 and 6</i>	<i>Participation in a written test with questions of various types (questions to check the comprehension of the text by supplementing with or without the offered words, using appropriate phrases to express certain functions when writing an email, merging words to obtain collocations and their use in the context of a sentence, short essay questions, describing the company's business using a graph</i>	<i>Intermediate exam 1 – max. 50 points (max. 18 points per outcome) Intermediate exam 2 – max. 50 points (max. 18 points per outcome)</i>	<i>0 - 100</i>
<i>Final exam*</i>		<i>1-6</i>	<i>Attendance at the written examination with questions of various types and homework</i>	<i>Checking the correct answers (grading)</i>	<i>0-100*</i>
Total	6	/	/	/	100

**FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination (has achieved a total of at least 54 points in the course and met the lower point threshold for the acquisition of each learning outcome, i.e. at least 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam. It is possible to achieve a maximum of 100 points on the final exam (100 – teaching activity 6 points = 94 points). A student can receive additional points on the Challenge learning outcome. (max. 8 points)*

NAME OF LEARNING OUTCOMES	INTERMEDIATE EXAM/EXAM	TOTAL

OUTCOME 1	18	18
OUTCOME 2	16	16
OUTCOME 3	16	16
OUTCOME 4	18	18
OUTCOME 5	16	16
OUTCOME 6	16	16
TOTAL	100	100

JUDGING:

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:

NUMBER OF POINTS	RATING
0,00 – 53,90	Insufficient (1)
54,00 – 64,90	Sufficient (2)
65,00 – 79,90	Good (3)
80,00 – 89,90	Very Good (4)
90.00 and more	Excellent (5)

The evaluation is carried out in a transparent manner by collecting points. The course is valued 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 by 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 subject. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved is 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. Required literature and number of copies in relation to the number of students currently attending classes in the course

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
<i>Business English 1- Resource bank</i>	<i>40</i>	<i>40</i>
<i>1.10. Supplementary literature</i> 1. MacKenzie I. English for Business Studies (3rd Ed), CUP 2. Longman Business English Dictionary 3. Investopedia.com https://www.investopedia.com/ 4. Financial Dictionary – The Free Dictionary https://financial-dictionary.thefreedictionary.com/		
<i>1.11. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences</i> • <i>statistical processing and analysis of exam results (verification of the Gaussian curve – normal distribution of performance, comparison and monitoring of exam results of different generations, analysis of understanding of individual modules/questions on the exam, etc.),</i> • <i>conducting a survey among students,</i> • <i>evaluation and self-evaluation of teachers,</i> • <i>achieved results, level of understanding and knowledge during the preparation of the seminar paper,</i> • <i>the achieved results and the level of knowledge presented during the preparation and defense of the final thesis (of students who choose the graduate thesis in this subject),</i> • <i>analysis of the reports of the head of the quality center, and</i> • <i>Feedback from students who have already graduated about the usefulness of the content of this course in the performance of the tasks they are engaged in.</i>		