

**Course title: BUSINESS ENGLISH LANGUAGE 1**

<b>Lecturers</b>	Andreja Kovačić, Ph.D.
<b>Language of instruction</b>	Croatian and English
<b>Study level</b>	Bachelor
<b>Study programme</b>	Economics of Entrepreneurship
<b>Semester</b>	2 <sup>nd</sup> (summer)
<b>ECTS</b>	4
<b>Goal</b>	<p>Acquire typical phraseology and language structures needed for efficient oral and written communication in common types of business situations.</p> <p>Understand and apply concepts and basic Business English vocabulary pertaining to topics including organization, recruitment and employment, business contacts and cultural differences in the business world, business correspondence.</p> <p>Increase confidence in communication in English as one of the basic prerequisites for a businessperson's professional competitiveness and success.</p> <p>Develop linguistic competences in English as a Foreign Language (reading and listening skills, and, in particular, oral and written communication skills in an international business context).</p>
<b>General and specific learning outcomes</b>	
<b>Content</b>	<ol style="list-style-type: none"><li>1. Education and training. Skills and qualifications.</li><li>2. Employment and recruitment. Job advertisements.</li><li>3. Applying for a job. Writing a CV.</li><li>4. Company and organizational structure.</li><li>5. Company restructuring.</li><li>6. Economic sectors.</li><li>7. Organizations in public and private sector.</li><li>8. Cultural differences in the business world.</li><li>9. Establishing business contacts. Spoken business communication.</li><li>10. Telephoning in the business context.</li><li>11. Business meetings – organizational aspects.</li><li>12. Business meetings – communication aspects.</li><li>13. Introduction to business communication.</li><li>14. Contemporary technologies in business correspondence. Electronic mail.</li><li>15. Analysis, interpretation and use of business vocabulary and terminology.</li><li>16. Analysis, formation and interpretation of multi-word phrases in Business English.</li><li>17. Identification, interpretation and use of collocations in the business context related to selected areas of Business English.</li></ol>
<b>Exercises</b>	<p>In the exercises students are required to more closely engage with the language inputs, concepts and topics introduced in the lecture. Types of tasks included in the exercises material include: vocabulary consolidation and extension, analysis of shorter written and multimedia texts (comprehension, summarizing of key ideas, etc.), grammar practice, identification and application of concepts related to course units, tasks related to specific communication skills.</p>

<b>Realization and examination</b>	<p>Lectures (attendance in 5 assigned sessions during the semester is required).</p> <p>Exercises (attendance in Week 2-15 sessions during the semester is required).</p> <p>Assessment of student work includes: 2 mid-term exams, obligatory presentation, attendance and engagement in classes.</p>
<b>Related courses</b>	<ol style="list-style-type: none"> <li>1. Business English Language 2</li> <li>2. English for Information Technology</li> <li>3. Business Communication</li> </ol>
<b>Literature</b>	<p>Study materials organized by units (Word documents and presentations on the course webpage)</p> <p>Emmerson, P.: Business Vocabulary Builder: Intermediate to Upper-intermediate, Macmillan, 2009. (selected chapters)</p> <p>Emmerson, P.: Email English, 2nd edition, Macmillan, 2013. (selected chapters)</p> <p>Hall, D., Jones, R. Raffo, C.: Business Studies, 3rd edition, Causeway Press, 2007. (selected chapters)</p> <p>Oxford Business English Dictionary for Learners of English, Oxford University Press, 2005.</p>