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| **Study programme:** | **Professional Graduate Study Programme *Management in Agriculture*** | |
| **Course:** | **„Business English language“** | |
| **Course code:\* 154330**  **Course status**: elective | **Semester:** III | **ECTS credits: 4** |
| **Course holder:** | Valentina Papić Bogadi, Ph.D., senior lecturer | |
| **Modes of delivery:** | Number of hours | |
| **Lectures** | 20 | |
| **Exercises** | 15 | |
| **Seminars** | 5 | |

**COURSE OBJECTIVES:** developing basic language skills with an emphasis on the language of the profession; training students for spoken and written business communication; training students to independently present themselves and/or the company in a foreign language

**Course content**

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| **No.** | **Course unit** | **Modes of delivery** | | | **Place of delivery** |
|  |  | **L** | **E** | **S** |  |
| 1. | Introduction - basic information about the course | 1 |  |  | Lecture room |
| 2. | Introduction of students |  | 1 |  | Lecture room |
| 3. | Communication  What makes a good communicator  e-mail and telephone communication  The price of success  Idioms | 1 |  | 1 | Lecture room |
| 4. | International marketing | 1 | 1 |  | Lecture room |
| 5. | How to write a good CV? | 1 |  | 1 | Lecture room |
| 6. | How to write a job application | 1 |  | 1 | Lecture room |
| 7. | Word formation: adverb-adjective-noun | 1 |  |  | Lecture room |
| 8. | Case study – creating a global brand | 1 |  |  | Lecture room |
| 9. | Building relationships | 1 |  |  | Lecture room |
| 10. | Listening – business partnerships | 1 |  |  | Lecture room |
| 11. | Multy word verbs | 1 | 1 |  | Lecture room |
| 12. | Case study – building customer loyalty | 1 |  |  | Lecture room |
| 13. | Doing business internationally | 1 | 1 |  | Lecture room |
| 14. | Success   * Vocabulary - prefixes * Listening and reading – profile: Carlos Slim * Present and past tenses | 1 | 1 | 1 | Lecture room |
| 15. | Job satisfaction   * Synonyms and word-building * Reading – Marriotts Hotels International * Passives | 1 | 1 |  | Lecture room |
| 16. | Case study – just good friends? | 1 |  |  | Lecture room |
| 17. | Risk  Internationalisation – risk or opportunity?  Adverbs of degree  Working in new markets | 1 | 1 |  | Lecture room |
| 18. | Management styles   * Management qualities - prefixes * Text reference | 1 |  |  | Lecture room |
| 19. | Case study – Selig and Lind | 1 |  |  | Lecture room |
| 20. | Team building   * Building successful teams * Modal perfect * Motivating the sales team | 1 |  |  | Lecture room |
| 21. | Raising finance   * Financial terms * Dependent prepositions   Managing international teams | 1 |  |  | Lecture room |
| 22. | Customer service – complaints   * gerunds   case study: Hurrah Airlines | 1 | 1 |  | Lecture room |
| 23. | Crisis management   * handling crisis * conditionals | 1 | 1 |  | Lecture room |
| 24. | Mergers and acquisitions   * Vocabulary – describing mergers and acquisitions * Reading – Green targets   Prediction and probability | 2 |  |  | Lecture room |
| 25. | Revision files units 1 - 12 | 1 | 1 | 1 | Lecture room |
|  | Total number of teaching hours | 40 | | |  |

Modes of delivery: L=lectures; E=exercises; S=seminars

**4. Learning outcomes**

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| After passing the exam in the subject "Business English", level B2, the student will be able to: |
| 1. Present opinions in multicultural communication with business partners and users in a foreign language |
| 2. Create a business plan proposal in a foreign language |
| 3. Create a presentation for the company, business plan, new product |
| 4. Connect linguistic regularities and specific vocabulary in written and spoken production |

Course holder:

Valentina Papić Bogadi, Ph.D., senior lecturer

Križevci, July 2024