|  |  |
| --- | --- |
| **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**

|  |  |  |  |
| --- | --- | --- | --- |
| **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. | CommunicationWhat makes a good communicatore-mail and telephone communicationThe price of successIdioms  | 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. | RiskInternationalisation – risk or opportunity?Adverbs of degreeWorking 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**

|  |
| --- |
| 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