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| **STUDY PROGRAMME:** | **Professional Undergraduate Study Programme *Agriculture*** Specific field of study: *Plant production, Zootechnics, Management in agriculture* |
| **Course:** | **BUSINESS ENGLISH LANGUAGE** |
| **Course code:\* 38903****Course status**: elective | **Semester:** 3. | **ECTS credits: 4** |
| **Course holder:**  | Valentina Papić Bogadi, Ph.D., senior lecturer |
| **Modes of delivery:** | Number of hours  |
| Lectures | 30 |
| Exercises  | 20 |
| Seminars | 10 |

**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 (number of hours)** | **Places of delivery** |
|  | **3. SEMESTER** | **L** | **E** | **S** |  |
| 1. | Introduction - basic information about the coursePrinciples of formal communication in business | 2 |  |  | Lecture room |
| 2. | Introduction of students | 1 | 1 |  | Lecture room |
| 3.  | Brands - brand management | 2 | 1 |  | Lecture room |
| 4. | Marketing strategies | 1 | 1 |  | Lecture room |
| 5. | How to write a good CV? | 2 |  | 3 | Lecture room |
| 6. | How to write a cover letter | 2 |  | 3 | Lecture room |
| 7.  | Travel | 1 |  |  | Lecture room |
| 8.  | Future forms - arranging a meeting | 1 | 1 |  | Lecture room |
| 9. | Case study - business travel services | 1 | 1 |  | Lecture room |
| 10.  | Vocabulary work - describing change | 1 | 1 |  | Lecture room |
| 11. | Company merge | 1 | 1 |  | Lecture room |
| 12. | Organisation | 1 | 1 |  | Lecture room |
| 13. | Relocation | 1 | 1 |  | Lecture room |
| 14. | Advertising | 1 | 1 |  | Lecture room |
| 15. | Money - attracting investors | 1 | 1 |  | Lecture room |
| 16. | International meetings | 1 | 1 |  | Lecture room |
| 17. | Cultures - intercultural compenetce | 1 | 1 |  | Lecture room |
| 18. | Human resources | 1 | 1 |  | Lecture room |
| 19. | Job applications | 1 |  | 4 | Lecture room |
| 20. | International markets | 1 | 1 |  | Lecture room |
| 21. | Business ethics | 1 | 1 |  | Lecture room |
| 22. | Principles or profit | 1 | 1 |  | Lecture room |
| 23. | Leadership | 1 | 1 |  | Lecture room |
| 24. | Competition | 2 | 1 |  | Lecture room |
| 25. | Communication styles | 1 | 1 |  | Lecture room |
|  | TOTAL NUMBER OF TEACHING HOURS | 60 |  |

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

**4. Learning outcomes**

After passing the exam in the course "Business English", the student will be able to:

1. Create a resume, application, business letter, business e-mail, purchase order, invoice, etc.

2. Choose the basic language rules according to the given template

3. Design a presentation of the company / institution in a foreign language

4. Integrate learned expressions in combination with communication skills in active language written and spoken production

Course holder:

Valentina Papić Bogadi, Ph.D., senior lecturer

Križevci, July 2024