SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2024/2025 AND 2025/2026

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	English for Specific Purposes
Course/Module code *	P1
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 1, semester 1 and 2; Year 2, semester 3
Course type	primary
Language of instruction	English
Coordinator	Dr Donald Trinder
Course instructor	Dr Donald Trinder Dr Magdalena Trinder

* - as agreed at the faculty

1.1.Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	eLearning	Seminars	Practical classes	Internships	others	**ECTS credits**
1		60						5
2		60						5
3		60						6

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
SEMESTER I: PASS WITH A GRADE

2. PREREQUISITES

Semester I: none Semester II: positive grade from the previous semester Semester III: positive grade from the previous semester

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	To enhance the students' language competence across a range of skills including reading and listening comprehension, speaking and writing production and the range and appropriacy of lexis and language.
O2	To provide the students with the language tools necessary to allow them to participate fully in their chosen field of academic study in the medium of English.
O3	Apply language skills and knowledge gained in the course to real-world scenarios, such as creating marketing materials, participating in business negotiations, and presenting professional portfolios.
O4	Enhance critical thinking, problem-solving, and decision-making abilities within the context of professional communication and interaction, while also fostering an understanding of cultural nuances and ethical considerations in diverse professional settings.
O5	To engage the students with the language and build an enduring willingness and motivation to continue their development.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The student demonstrates proficiency in English language skills, including reading, writing, listening, and speaking, within the context of specific professional fields such as management, marketing, business communication, sales, negotiation, and art and design	K_U07, K_K01
LO_02	The student acquires and applies specialised vocabulary, terminology, and concepts relevant to their chosen professional fields, enabling them to effectively communicate and engage in discussions, presentations, and written correspondence within these contexts	K_U02, K_U07, K_K01
LO_03	The student is able to apply their language skills and knowledge in practical settings,	K_U02, K_U07, K_K01

	such as creating marketing materials, participating in business negotiations, delivering presentations, and engaging in professional correspondence, demonstrating effective communication and interpersonal skills	

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
Semester I:
Module 1 - Management
Module 2 - Marketing and Advertising
Semester II:
Module 3 - Business and Media Communication
Module 4 - Professional Ethics
Semester III:
Module 5 - Sales and Negotiation
Module 6 - Art and Design

3.4. Methods of Instruction

Instructor-led workshop-style classes based on presentations and collaboration
Text analysis and discussion
Project work (research project, implementation project, practical project)
Group work (problem-solving, case study, discussion)
Didactic games

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO_01	PROJECT/ EXAM/OBSERVATION DURING CLASSES	CLASSES
LO_02	PROJECT/ EXAM/OBSERVATION DURING CLASSES	CLASSES
LO_03	PROJECT/ EXAM/OBSERVATION DURING CLASSES	CLASSES

4.2   Course assessment criteria

The end-of-semester grade is based on the arithmetic average of the partial grades that students receive for completing individual projects (the scope of which will be presented at the beginning of each semester). Each semester includes a test (open and closed questions), from which students must obtain at least 60% of the points.

Grading scale:
60-68% - 3.0
69-76% - 3.5
77-84% - 4.0
85-92% - 4.5
93-100% - 5.0

To be eligible to take the final exam, students must achieve a passing grade at the end of each semester. The exam is written (open and closed questions) and verifies the student's knowledge acquired in the course. Similar to the semester grades, to pass the course, students must obtain at least 60% of the possible points on the exam.

Grading scale:
60-68% - 3.0
69-76% - 3.5
77-84% - 4.0
85-92% - 4.5
93-100% - 5.0

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	180
Other contact hours involving the teacher (consultation hours, examinations)	30
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	190
Total number of hours	400
Total number of ECTS credits	16

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature:
Flash on English - ESP Series, Eli, 2019
Brook-Hart, Guy. 2007. Business Benchmark Advanced. CUP
Dubicka, Iwona., & O'Keefe, Margaret. 2011. Market Leader 3rd Edition
      Advanced Coursebook. Pearson
Whitehead, Gary. 2018. Cambridge IGCSE Art and Design. Harper Collins

Complementary literature:

Approved by the Head of the Department or an authorised person