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| Study program: Service Business Management | | | |
| Subject name: Business English Language I | | | |
| Lecturer: Bojana Petrović, M.A. (bojana.petrovic@mbs.edu.rs) | | | |
| Subject status: Selective | | | |
| ECTS: 7 | | | |
| Prerequisites: - | | | |
| Subject objectives To deepen the knowledge in English acquired on the previous level of study through grammar structures as well as professional vocabulary to enable students to successfully communicate with their foreign counterparts, written and orally. | | | |
| Subject outcomes Students will be able to understand most of business correspondence and reports, as well as professional and scientific literature. They will be able to participate in business meetings, to express their views, to present products, to accomplish everyday tasks successfully. | | | |
| Subject description <i>Assignments:</i> Texts analysis, speech situations and written forms with a special focus on professional English. Topics: Company Structures, Recruitment, Retailing, Franchising, International Business Styles, Banking, Business and the Environment. <i>Practical:</i> Classes are planned for speech and written exercises. Through the activities of a different type (role plays, discussions, problems solutions, email writing and reports) students improve language structure preparing for future situations. | | | |
| Material Tullis, G. and T. Trappe (2006), New Insights into Business: Students' Book. Longman Tullis, G. and T. Trappe (2006), New Insights Into Business BEC: Workbook. Longman Murphy, R. (2004) English Grammar in Use. CUP, Cambridge Mascull, B. (2002), Business Vocabulary in Use. CUP, Cambridge Bethell, G. and T. Aspinall (2003) Test Your Business Vocabulary in Use. CUP, Cambridge. Pilbeam, A. (2000) Market Leader: International Management. Longman | | | |
| Total number | | Courses:2x15=30 | Practice: 2x15=30 |
| Teaching methods Interactive teaching method is applied. Forms of teaching: lectures, exercises, individual consultations; individual and team work, work in groups and pairs. Techniques of work: language exercises/activities, role play, simulations, discussions, case study, problems solutions, table interpretations, and comparison analysis. | | | |
| Grade (maximum number of points 100) | | | |
| Pre-exam assignments | points | Final exam | points |
| course activity | 5 | written exam | / |
| practice | 5 | oral exam | 50 |
| test | 30 | | |
| essay | 10 | | |