

	<u>Subject title:</u> <b>ENGLISH LANGUAGE II</b>			
<u>Subject code:</u>	<u>Subject Status:</u>	<u>Semester:</u>	<u>Credit value:</u>	<u>Teaching load:</u>
MBS-M10	Compulsory	III	5	1L+3T

<u>Study programme:</u> Academic Undergraduate Studies: Financial Management/Marketing
<u>Responsible Staff:</u> Language instructor: Sanja Vučinić, MA
<u>Pre-requisite:</u> Nil
<u>Mode of study</u> Lectures, tutorials, homework
<u>Assessment:</u> Mid-term test I – 20 points Mid-term test II – 20 points Final exam – 50 points Attendance, student participation – 10 points
<u>Objectives:</u> To improve business language skills at the intermediate level (B1 – according to the Common European Framework of Reference for Languages)

### **SYLLABUS:**

- Communication in business; Tense review
- Telephoning and leaving messages; Letters, faxes and emails; Professional English: Money and income; The marketing mix
- Careers; Applying for jobs; Present simple and continuous
- Giving advice; Producing a CV; Professional English: Business finance; SWOT analysis
- Employment; Changing economies; Past Simple and Present Perfect
- Asking questions and stating preferences; Covering letter for a CV; Professional English: Company law; Product life cycles
- Import-Export; Advantages and disadvantages of free trade; Countable and uncountable nouns
- Dealing with customer calls, Covering letter with pro forma invoice; Professional English: The balance sheet; Selling products and services
- Marketing; USPs and the product life cycle; Modals
- Presenting a product; Developing a marketing strategy; professional English: Other financial statements; Branding
- Retail; Changes in shopping behaviour; Future forms with will
- Giving instructions; Producing a memo

### **READING LIST AND REFERENCES:**

Jon Naunton, *ProFile Intermediate*, Oxford, 2010

Professional English in Use: *Marketing*, Cate Farrall, Marianne Lindsley, Cambridge University Press, 2008

Professional English in Use: *Finance*, Ian Mackenzie, Cambridge University Press, 2006