

	<u>Subject title:</u> <b>ENGLISH LANGUAGE</b>			
<u>Subject code:</u>	<u>Subject Status:</u>	<u>Semester:</u>	<u>Credit value:</u>	<u>Teaching load:</u>
MBS/M10	Compulsory	V	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
<u>Assessment:</u> Written: 2 mid-term tests = 40 points Oral: Final exam = 50 points Attendance, Student participation, Seminar paper & presentation = 10 points
<u>Objectives:</u> To improve business language skills at the upper-intermediate level (B2 – according to the Common European Framework of Reference for Languages)

### **SYLLABUS:**

- Target markets; An advertising agency; The present
- Giving opinions; The Boston matrix; Professional English: Business finance; The marketing mix 2
- Triumph and disaster; Debt advice; The past
- Apologies, criticism, and deductions; Making career decisions; Professional English: Personal banking; The marketing budget
- Prioritizing; Time management; The future
- Requests and offers; Delegating tasks; Critical path analysis; Professional English: Financial institutions; Branding
- Globalization; Routines and habits
- Speaking with conviction; Summarizing arguments; Professional English: Central banking; Logistics and the distribution chain
- Company culture; Social responsibility in business; Modals
- Motivating staff; An email to all staff; Professional English: Money markets; Merchandising
- Supply and demand; Commodity prices; Conjunctions
- Participating in meeting; Marketing policy, Describing trends

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

Jon Naunton, *ProFile Upper-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