

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

<b>Study programme:</b> Academic Undergraduate Studies: Financial Management/Marketing
<b>Responsible Staff:</b> Language instructor: Sanja Vučinić, MA
<b>Pre-requisite:</b> Nil
<b>Mode of study</b> Lectures, tutorials, homework
<b>Assessment:</b> Mid-term test I – 20 points Mid-term test II – 20 points Final exam – 50 points Attendance, student participation – 10 points
<b>Objectives:</b> 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