

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

<u>Study programme:</u> Academic Undergraduate Studies: Financial Management
<u>Responsible Staff:</u> Language instructor: Sanja Vučinić, MA
<u>Pre-requisite:</u> Nil
<u>Mode of study</u> Lectures, tutorials, seminar papers
<u>Assessment:</u> Written: 2 mid-term tests = 40 points Oral: Final exam = 50 points Attendance, Seminar paper = 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:

- Negotiations; Negotiating strategies; Conditionals
- Dealing with customer complaints; Above, below and through the line
- Staying competitive; International competition; Verb patterns
- Making presentations; Reports; Media strategy
- International business; Export documentation; Passives
- Welcoming visitors; Moving production overseas; Public relations and lobbying
- Human resources; Getting a job interview; Phrasal verbs
- Handling interview questions; Job application letters; Crisis communication
- Business start-up; Franchises; Adjective and Adverb patterns
- Responding to requests/suggestions; A letter requesting financial support; Marketing ethics
- Reputations/Clarifying; A press release

READING LIST AND REFERENCES:

Jon Naunton, *ProFile Upperintermediate*, Oxford, 2010
Professional English in Use: *Marketing*, Cate Farrall, Marianne Lindsley, Cambridge University Press, 2008