

	<u>Subject title:</u> ENGLISH LANGUAGE			
<u>Subject code:</u>	<u>Subject Status:</u>	<u>Semester:</u>	<u>Credit value:</u>	<u>Teaching load:</u>
MBS/M10	Compulsory	IV	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 intermediate level (B1 – according to the Common European Framework of Reference for Languages).

SYLLABUS:

- Competition; Competition and product development; Making comparisons
- Making suggestions; Dealing with customer complaints; Professional English: Cost accounting; Market segmentation
- Innovation; Inventions and innovations; The passive
- Giving an effective presentation; Promotional copy for new products; Professional English: Stock and shares; Customer needs and behaviour
- Money/Negotiation ; Successful selling techniques; 1st and 2nd conditional
- Negotiating a good deal; Chasing late payments; Professional English: Bonds; Customer relationship management
- Market Research; Different market research methods; Relative pronouns and clauses
- Carrying out a survey; A short report on research findings; Professional English: Derivatives; Market research
- Investment; Bull and bear markets; Reported speech
- Meetings; Minutes for a meeting; Professional English: Financial regulation and supervision; Product and service type
- Ethics/ Expressing regrets and criticism; 3rd conditional

READING LIST AND REFERENCES:

Jon Naunton, *ProFile*, Oxford

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

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