

Business English Language Course

<i>Name of the subject:</i> Business English Language	<i>SUBJECT code:</i>	<i>Weekly hours:</i> 3 lectures + 3 practicals	<i>ECTS Credits:</i> 6
<i>Subject leader:</i> Slavica Stevanović	<i>Academic Degree:</i> English language teacher	<i>Course requirements:</i> Students are expected to have taken English Language 1,2 & 3 courses	

Purpose The course is designed to give students the English skills they need to work independently and effectively in today's international business environment.

Course description: Classes in Business English aim to improve the use of English in professional settings by focusing on vocabulary and phrases used in global business environment, as well as focusing on grammar usage and the skills required to function in business. The aim of this course is also to familiarize students with the finer points of business etiquette and business correspondence.

Schedule

Weeks	Topics
1.	Entrepreneurship Grammar – Present Tenses; Language- giving opinions; Speaking - Advertising controls; Writing - Advertising Copy
2.	Business Communication Grammar – Past Tenses; Language – Apologizing, criticism & deduction; Speaking – Assessing blame; Writing - Abbreviations
3.	Banking Grammar – The future; Language – Requests and offers; Speaking – Delegating tasks; Writing – Letters requesting payment
4.	Business Management Grammar – Routines and habits; Language – Speaking with conviction; Writing – Summarizing arguments
5.	Macro economy and Economic Geography Grammar – Modals; Language – Obligation and necessity; Writing - Emails
6.	Informational Systems Grammar –Conjunctions; Language – Participating in meetings; Writing – Describing trends
7.	Transport Grammar – Conditionals; Language – Dealing with customer complaints; Writing – Responding to customer complaints
8.	Commerce Grammar – Verb patterns; Language – Making presentations; Writing - Reports
9.	Tourism Grammar – Passives; Language – Welcoming visitors; Writing – A poster presentation
10.	International Business Law Grammar – Phrasal verbs; Language – Handling interview questions; Writing – Job application letters
11.	Business Ethics Grammar – The definite article; Language – Clarifying; Writing – A press release
12.	Insurance Grammar – Adjective and adverb patterns; Language – Responding to requests/suggestions; Writing – A letter requesting financial support
13.	Industry Grammar – Making comparisons; Language – Making logical connections; Writing – Promotional copy for new products
14.	Project Work
15.	Project Work

Final grade:

Class attendance – 5 pt., Participation – 5 pt., Mid-term exam – 20 pt., Final exam - 20 pt., Oral exam – 40 pt., Independent work (presentations, projects) – 10 pt.

Compulsory literature: 1. Jon Naunton, Profile 3, OUP, 2005.(student's book)

Supplemental literature: 1. M. Стојилковић, English for students of industrial management, Издавачки центар за индустријски менаџмент, Крушевац, 2001. (workbook),
2. L. Jones, R. Alexander, New International business English, Cambridge university press (student's book), 2002. 3. L. Jones, R. Alexander, New International business English, Cambridge university