

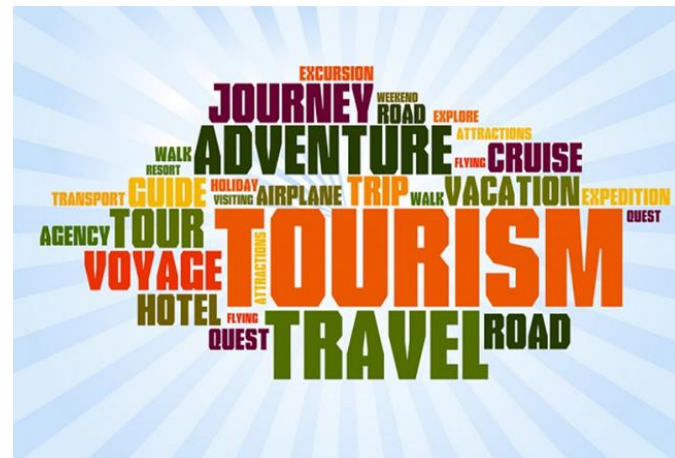
WELCOME!

Prvi strani poslovni jezik 3 – engleski



Cilj predmeta

- utvrđivanje i proširivanje vokabulara struke
- razvijanje jezičkih veština (čitanje, slušanje, pisanje, govorenje) neophodnih za uspešnu usmenu i pismenu komunikaciju na engleskom jeziku u poslovnom okruženju (speaking activities, pair-work, group work)
- razumevanje poslovnih tekstova, komuniciranje sa poslovnim partnerima, pisanje kratkih poslovnih pisama i izveštaja
- korišćenje rečnika u štampanoj i elektronskoj verziji



Ishodi predmeta

- znanje vokabulara (tekstovi iz poslovnog engleskog jezika)
- gramatika
- razvijanje sve četiri jezičke veštine
- upotreba rečnika u štampanoj i elektronskoj verziji i korišćenje informaciono-komunikacionih tehnologija

Grammar

- **Grammar:**
- present and past tenses – active/passive, ways of expressing the future, conditional sentences, modals;
- gerund, infinitive; participles / as adjectives / *instead of* clauses

Predispitne obaveze (TR, TH)

Predispitne obaveze	45 poena (max.) 23 poena (min.)
prisustvo na predavanjima i vežbama	5
provera znanja u toku nastave (kolokvijum)	30
ostale aktivnosti i učešće studenata u radu na predavanjima i vežbama	10 5 – aktivnost 5 – studija slučaja (kratko izlaganje, oko 5- 10 minuta)

Ispit (TR, TH)

Ispit (samo pismeni deo)	55 poena (max.) 28 poena (min.)
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Literatura – TR

- David Cotton, David Faley & Simon Kent (2011). *Market Leader Intermediate, Business English Student Book*. Pearson Longman, UK – KNJIGA
- John Rogers (2011). *Market Leader Intermediate, Business English Practice File*. UK: Pearson Longman – RADNI LIST

Literatura – TH

- Peter Strutt (2011). *English For International Tourism Intermediate Student Book*. Longman, UK – KNJIGA
- Peter Strutt (2011). *English For International Tourism Intermediate Workbook*. Longman, UK – RADNI LIST

Unit 1 – Brands

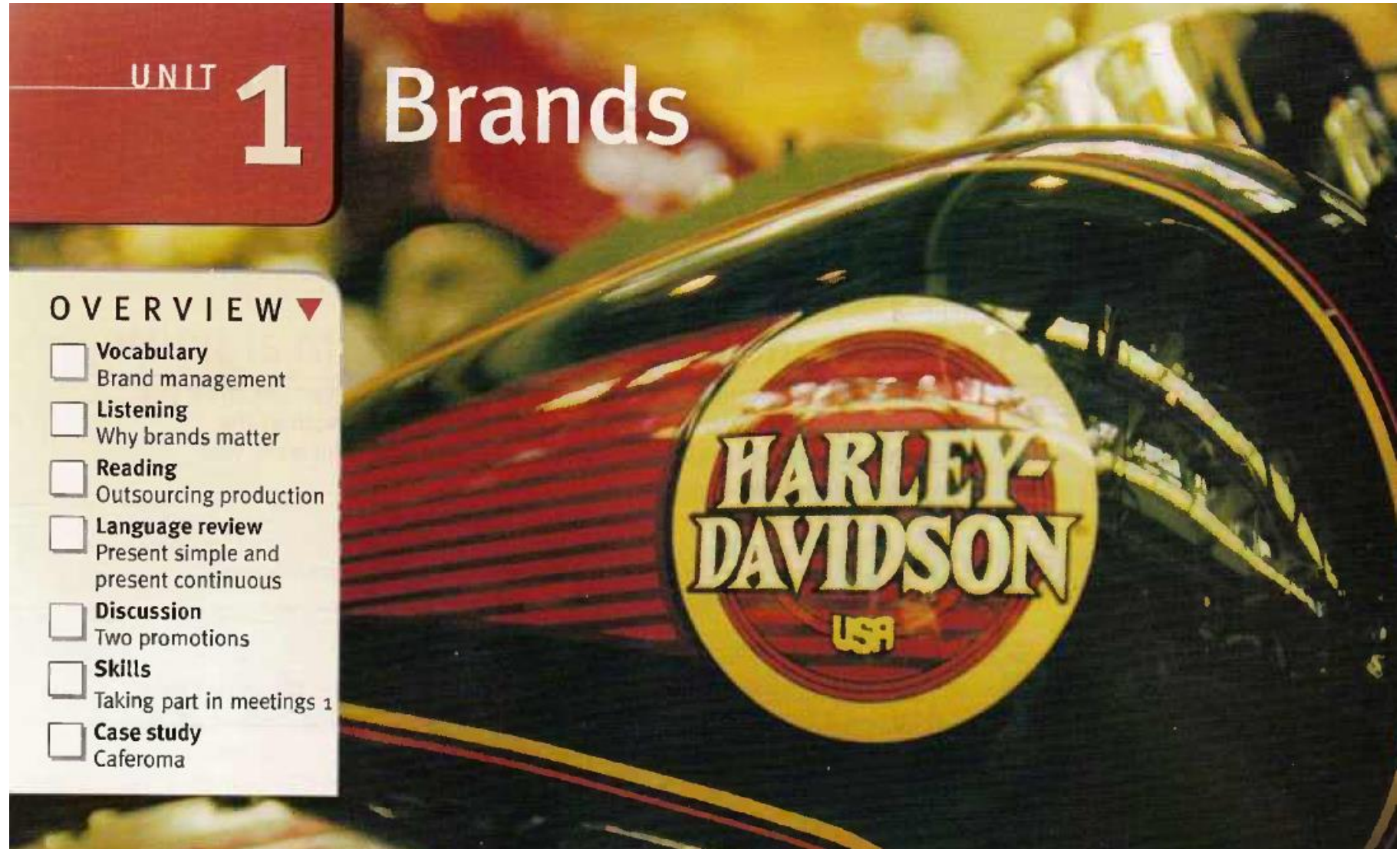
UNIT

1

Brands

OVERVIEW ▼

- Vocabulary**
Brand management
- Listening**
Why brands matter
- Reading**
Outsourcing production
- Language review**
Present simple and present continuous
- Discussion**
Two promotions
- Skills**
Taking part in meetings 1
- Case study**
Caferoma



Nazivi lekcija iz knjige – TR

- Brands
- Travel
- Organisation
- Change
- Money
- Advertising
- Cultures
- Employment
- Trade
- ...
- Case study (na kraju svake lekcije iz knjige)
- Case study of your own choice (related to Trade and International Business)

Unit 1 – Careers in tourism

1

Careers in tourism



Jobs in tourism

1 Work in pairs. Match the pictures with these sectors of the travel industry. Then answer the questions below.

airlines hotels and accommodation
ferry and cruise companies catering car hire

- 1 What sector of the travel industry most appeals to you?
 - 2 Think of two jobs in each sector.
 - 3 Which of these jobs interest you the most?
- 2 What is your idea of a good job? Put the following ideas in order of importance. Discuss your choices with your partner.

- | | |
|---|--|
| <input type="checkbox"/> a chance to travel | <input type="checkbox"/> friendly colleagues |
| <input type="checkbox"/> teamwork | <input type="checkbox"/> a good salary |
| <input type="checkbox"/> flexible working hours | <input type="checkbox"/> long holidays |
| <input type="checkbox"/> job stability | <input type="checkbox"/> opportunity to meet people |
| <input type="checkbox"/> responsibility for other staff | <input type="checkbox"/> benefits (commission, cheap holidays) |

reading Job advertisements

3 Read the job advertisements on the opposite page. Which job do you find the most / least attractive? Give your reasons why.

4 Read the advertisement again. Which of the jobs:

- 1 involves selling?
- 2 requires management skills?
- 3 means working abroad?
- 4 offers extra financial benefits?
- 5 involves making arrangements?
- 6 needs excellent telephone skills?

Nazivi lekcija iz knjige – TH

- Careers in tourism
- Destinations
- Hotel facilities
- Tour operators
- Dealing with guests
- Travel agencies
- Hotel reservations
- Seeing the sights ...



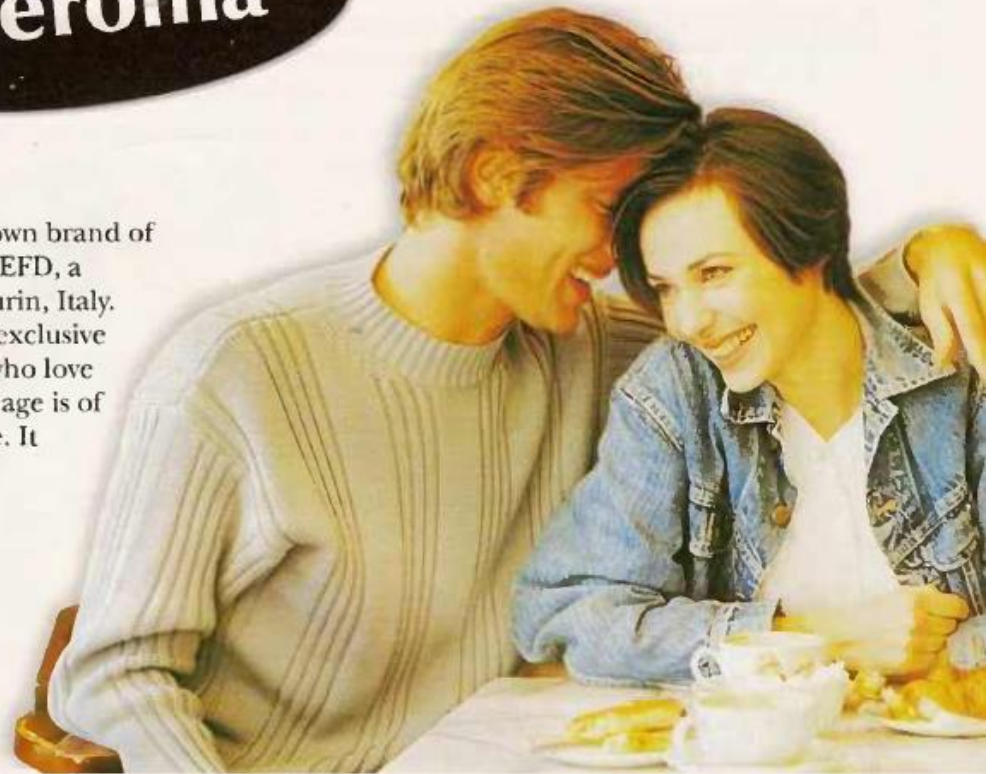
Definition of Case Study

1. **set** the topic (a scenario)
2. **identify** problems, research questions (?)
3. **answer** to problem, research question

Caferoma

Background

Caferoma, a well-known brand of coffee, is owned by PEFD, a company based in Turin, Italy. It is promoted as an exclusive product for people who love ground coffee. Its image is of an Italian-style coffee. It has a strong and slightly bitter taste, and costs more than almost every other ground coffee product on the market.



Problems

In the last two years, Caferoma's share of the quality ground coffee market has declined by almost 30% (see chart). There are several reasons for this:

a) **Brand loyalty:** Consumers have become less loyal to brands and more price conscious. They are willing to buy lower-priced coffee products.

b) **Price:** Supermarkets are selling, under their own label, similar products to Caferoma at much lower prices.

c) **'Copycat' products:** Competing products of Italian-style ground coffee are selling at prices 30 to 40% lower than Caferoma.

d) **Brand image:** the Caferoma brand no longer seems to be exciting and up-to-date.

Thank you for your attention!

- ninakisin.vps@gmail.com
- konsultacije: utorak od 12:00 do 14:00, kabinet 15

Paris (and fashion)

- Which famous fashion brands were mentioned...?
- What are the symbols of Paris?
- The Eiffel Tower
- Notre Dame
- Louvre Museum
- Arc of Triumph
- the Seine
- Montmartre
- Disneyland Paris
- French Cancan

