

Студијски програм : Информатика			
Назив предмета: Енглески језик 3			
Наставник: <u>Божић М. Јелена</u>			
Статус предмета: Обавезни			
Број ЕСПБ: 4			
Услов: Енглески језик 2			
Циљ предмета: Развијање језичких вештина (читање, разумевање текста, говор и писање) неопходних за будуће пословне људе на вишем учења језика.			
Исход предмета : Способност тачне комуникације на енглеском језику у различитим ситуацијама, са нагласком на пословне концепте, пословање у различитим културама, развијање способности за комуникацију на енглеском језику у низу пословних ситуација.			
Садржај предмета <i>Теоријска настава:</i> П1-Unit 1: Staff development and training; Comparison of Adjectives; Making suggestions; П2-Unit 2: Job descriptions and job satisfaction; Present and Past Perfect Continuous; Forming questions; П3-Unit 3: Letters of enquiry and applications; Asking complex questions; Formal / informal style; Prepositions; П4- formal and informal letter writing; П5-Unit 4: Telephone skills; Structuring a talk; Passive; П6-Unit 5: promotional activities and branding; Brainstorming; Clipping, abbreviations and blending; П7-Unit 6: New product development; Expressing purpose; П8-Unit 7: A stand at a trade fair; Forming questions; Reporting; П9-Unit 8: Establishing relationships and negotiating; Asking questions about a product; First conditional; П10-Unit 9: Going it alone; Tenses in time clauses; П11-Unit 10: Financing the start-up; Second and Third Conditional; П12- Profit and loss account and Balance sheet writing; П13-Unit 11: Starting up in a new location; making recommendations; Contrasting ideas; П14-Unit 12: Presenting your business idea; Modal verbs; П15- колоквијум. <i>Практична настава (вежбе, ДОН, студијски истраживачки рад):</i> B1-Unit 1: Recruitment brochure; Training at Deloitte Touche; Discussion: Who should pay for training? Preparing a staff training scheme; B2-Unit 2: The management account; Saying what you like / dislike about your job / studies; Describing your job; Discussion: How to handle job interviews; Acronyms for job titles; B3-Unit 3: Job satisfaction at EMI; Discussion: What makes a great place to work? How best to apply for jobs; B4- formal and informal letter writing; B5-Unit 4: A telephone quiz; Phone answering tips; Discussions: Problems using the phone; Telephone skills training; Role-plays: Booking a hotel; recruiting an assistant; Talking at a business meeting; B6-Unit 5: promoting AXE; The power of brands; Discussions: Advantages and disadvantages of promotional activities; Brands; Role-play: promoting a shampoo; Marketing terms: brands, logo, etc. B7-Unit 6: Developing and launching 'chai'; Discussion: New products; Launching a product; Role-play: Promoting a new service; Marketing vocabulary; ; B8-Unit 7: The International Food Exhibition; Preparing an exhibition stand; Discussion: Trade fairs; B9-Unit 8: Asking questions about a product; Discussion: new products and negotiating; Role-plays: Establishing a business relationship; On a stand at a trade fair; Negotiating a deal; B10-Unit 9: Buying into a franchise; A letter to a franchiser; Discussion: Why start your own business; Advice on buying a franchise; Questions to ask a franchiser; B11-Unit 10: Raising finance; Discussion: What business would you start? Role –play: getting advice about starting up; Mini-presentation: Starting a business; Collocations for starting companies; B12- Profit and loss account and Balance sheet writing; B13-Unit 11: A new location in Scotland; A proposal; Discussions: Extra information; What is important when starting in a new location? Which city? Agents vs. distributors vs. joint ventures; B14-Unit 12: making the most of presentations; Structuring a presentation; A brief presentation; Role-play: Presenting your business idea; Revision of vocabulary and grammar; B15- колоквијум			
Литература: 1.Norman Whitby (2013), Business Benchmanrk (Pre-Intermediate to Intermediate, Student's book), Cambridge University Press, The Edinburgh Building, Cambridge, UK			
Број часова активне наставе	Теоријска настава: 1 (15)	Практична настава:1 (15)	
Методе извођења наставе: Интерактивна настава; дискусионе групе; презентације студената			
Оцена знања (максимални број поена 100)			
Предиспитне обавезе	Поена 40	Завршни испит	Поена 60
активност у току предавања	10	писмени испит	30
практична настава	/	усмени испт	30
колоквијум-и	20	
семинар-и	10		