



UČNI NAČRT / COURSE SYLLABI

Študijsko leto 2016/2017

Predmet / Course	Tuj jezik v ekonomiji 1 angleščina /Foreign Language in Economics1
Šifra predmeta / Course Code	B11ANGL1-TJE1A-ESD
Nosilec predmeta / Course Coordinator	lektor mag. Katarina Čander Podgoršek, prof.
Vrsta predmeta / Type of the course	obvezni / compulsory
Jezik / Language - Vaje / Tutorials - Predavanja / Lecture	-, Angleški / English -, Angleški / English
Študijski program / Programme	Ekonomija v sodobni družbi (1. stopnja) / Economy in Contemporary Society 1 (1st cycle)
Letnik / Year	1.
Primarno študijsko področje / Primary Study Field	Tuj jezik stroke (Klasius 222)
Pogoji za vključitev / Requirements	/

Predavanja Lectures	Vaje Tutorials	Druge oblike študija Other Type of Study	Samostojno delo Individual work	Ure dela Work hours	ECTS
30	30	0	15	75	3

a) Vsebina / Content:

<p>1. Uvod v ekonomijo: ponudba, povpraševanje, trg, tržno ravnovesje, različni akterji na trgu. 2. Blagovne znamke: lastnosti, razvoj in prednosti blagovnih znamk, upravljanje z blagovnimi znamkami, ustaljene in nove blagovne znamke v Sloveniji in v tujini. 3. Potovanje: načini potovanja, cilji potovanja, poslovno potovanje, prevozna sredstva, kriteriji za potovanje, problemi pri potovanju, organizacija potovanja, letalske družbe in njihova prihodnost. 4. Spremembe v trgovanju in nacionalnem gospodarstvu, spremembe v vodenju podjetij in reorganizacija podjetja, cenovne spremembe, spremembe zaradi ekonomskih fenomenov: inflacija, recesija/konjunktura. 5. Organizacija podjetja: tipi podjetij, struktura podjetij v Sloveniji in v tujini, prednosti in slabosti velikih in malih podjetij. 6. Praktično sporazumevanje v ekonomskem svetu.</p>	<p>1. Introduction to economics: supply, demand, market, market equilibrium, various agents in the market. 2. Brands: development, characteristics and advantages of brands, brand management, established and new brands in Slovenia and abroad. 3. Travelling: aims of travelling, means of transport, business trips, criteria for travelling, problems occurring when travelling, organisation of travelling, airline companies and their future. 4. Changes in trading and national economy: changes in management, pricing changes, changes due to economic phenomena: price changes, inflation, recession vs. conjuncture. 5. Company organisation: types of companies, company structure in Slovenia and abroad, pros & cons of big and small companies. 6. Practical communication in the business world.</p>
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Splošne kompetence / General Competencies:

<p><i>Študent bo pridobil znanje in spretnosti na naslednjih splošnih vsebinskih področjih:</i></p> <p>SPL4: Sodelovalno, timsko delo, delo v skupini; SPL8: Spretnosti kritičnega mišljenja; SPL9: Ustvarjanje novih zamisli (ustvarjalnost); SPL12: Spretnosti verbalne komunikacije (npr. retorika, predstavitevne veščine); SPL14: Sporazumevanje v tujem jeziku;</p>	<p><i>Student will acquire knowledge and skills in the following general areas:</i></p> <p>SPL4: Cooperation, team work, group work; SPL8: Critical thinking; SPL9: Creativity; SPL12: Verbal communication skills (e.g. rhetorics, presentation skills); SPL14: Communication in foreign language;</p>
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Predmetno specifične kompetence / Course Specific Competencies:

<p><i>Študent bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i></p> <p>PSP1: Značilnosti organizacije, funkcijska področja in razmerja med njimi.; PSP3: Makro in mikroekonomski elementi in vplivi na organizacije; PSP7: Upravljanje s spremembami; PSP14: Tuj jezik na obravnavanem področju; PSP18: Splošna razgledanost na vsebinskem področju predmeta.</p>	<p><i>Student will acquire knowledge and skills in the following specific areas:</i></p> <p>PSP1: Organizations' characteristics, functional areas and the relationships between them; PSP3: Macro- and microeconomic elements and their impact on an organisation; PSP7: Change management; PSP14: Foreign language in the fields of the course; PSP18: General overview of the course content area.</p>
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Predvideni študijski izidi / Intended Learning Outcomes:

<p><i>Študent bo dosegel naslednje študijske izide:</i></p> <p>1. Razume, kaj je organizacija, kakšne so njene značilnosti, kateri tipi organizacij obstajajo doma in v tujini, tipi organizacijskih struktur so najbolj tipični, njihove prednosti in slabosti. 2. V diskusiji predstavi primere organizacij, vrednoti in analizira prednosti oz slabosti organizacij in njenih vplivov na zaposlene, okolje ipd.3. Pozna makroekonomijo in mikroekonomijo, kateri so njeni elementi, kakšno funkcijo imajo v gospodarstvu in kakšnem vpliv lahko imajo na posamezna podjetja in potrošnike. 4. Zna analitično razmišljati kot vodja podjetja in kot posameznik (zaposleni) oz kot potrošnik o povezavah in medsebojnih vplivih the elementov v gospodarstvu, npr v Sloveniji.5. Zna analizirati pojem '\spremembe\'', kaj sprememba je, zakaj prihaja do sprememeb, kdaj so (lahko) pozitivne in kdaj negativne. 6. Diskutira o spremembah v poslovnem svetu, in možne reakcije poslovnežev (vodij), državljanov in potrošnikov na te spremembe, ki se pojavijo v ali prihajajo iz okolja.7. Pozna besedišče na področju mikro in makroekonomije. 8. Pozna različne tipe strokovnih besedil (npr. člankov), načinov sporazumevanja (ustno, pisno, e-sporazumevanje). 9. Uporablja tuj jezik v diskusijah o relevantnih temah, bere in posluša strokovno besedilo v tujem jeziku (npr. intervju), rešuje slovnične in vsebinske vaje ter vadi pisno komunikacijo v tujem jeziku.10. Zna in razume mnogo različnih vidikov družbe, ekonomije in gospodarstva države na splošno. 11. Kritično razmišljanja in analizira aktivnosti v organizaciji, podjetju ali gospodarstvu na splošno. 12. Razmišlja kot potrošnik in o ukrepih, ki jih izvaja (npr. potrošnja, varčevanje, kriteriji za nakupno odločitev, relevantnost cenovnih razredov, razumevanje kakovosti prodajnih izdelkov).</p>	<p><i>Student will achieve the following learning outcomes:</i></p> <p>1. Understands the term '\organisation\'', its features, which types of organisations are typical in Slovenia and abroad, which tapes of organisational structure are most typical ones, their advantages and disadvantages. 2. Presents examples of organisations, their values, and analyses their advantages or drawbacks, their effects on employees and environment, etc.3. Knows about microeconomics and macroeconomics, their key elements and their roles in an economy, about their influences on individual companies and consumers. 4. Analyses and thinks as a manager of a company, as an employee and as a consumer about all there interrelated connections and effects within an economy (f.e. Slovenia).5. Knows how to analyse the term '\change\'', what it is, tries to find possible reasons for changes, and when changes are positive and when negative. 6. Discusses about changes in the business world, possible reactions of business people (managers), citizens, and customers to such changes arising in or coming from the environment.7. Knows professional vocabulary in the field of micro- and macroeconomics. 8. Is acquainted with various types of professional texts (f.e. articles), different ways of communication (oral, written, e-communication). 9. Uses the language orally in discussion on relevant chosen topics, reads and listens to professional topics (interviews), do grammar exercises and practice written communication in English.10. Knows and understands various different aspects of a society, its economics and economy in general. 11. Critical asseses and analysis the activities in an organisation, company or in a national economy in general. 12. Thinks like a consumer and their measures taken (f. e. consumption, saving, criteria for a buying decision, importance of price classes, understanding the quality of merchandise, etc.).</p>
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Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning

<p>Oblike dela</p>	<p>Frontalna oblika poučevanja; Delo v manjših skupinah; Samostojno delo študenta; E-učenje</p>
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Types of Teaching and Learning	Frontal teaching; Work in smaller groups or pairs; Independent student work; E-learning
Metode dela	Razlaga; Razgovor/diskusija/debata; Delo z besedilom; Igra vlog/Javni nastop; Reševanje nalog;
Teaching and Learning Methods	Explanation; Conversation/discussion/debate; Work withh text; Role-play; Public presentation; Solving exercises;

Načini ocenjevanja v % / Types of Student Assessment

Sprotno ustno ocenjevanje / Oral Assessment	/
Sprotno pisno ocenjevanje / Written Assessment /	/
Daljši pisni izdelek /Longer written casework ¹ /	/
Javni nastop s predstavitevijo rezultatov / Presentations ²	30
Končni pisni izpit / Final written examination	70
Končni ustni izpit / Final oral examination	/
Udeležba in sodelovanje / Participation and cooperation	/
Lestvica ocenjevanja / Grading scale	številska/numeric

Temeljna literatura / Literature:

1.Cotton, D., Falvey, D., in Kent, S. (2014). New market leader -intermediate, course book – intermediate – 3rd edition. Harlow: Pearson Longman. 2. Elektronski viri za dodatno učenje ter elektronsko gradivo za članke in glosarje / E-sources for additional studies and for articles and glossaries: www.bbc.co.uk www.ft.com www.thefreedictionary.com <http://www.businessdictionary.com/> <http://www.business-terms.net/> <http://www.economist.com> <http://dict.leo.org> 3. Duckworth, M. (1998). Grammar & Practice, Oxford Business English. OUP. (zelo priporočljiva literatura – highly recommended literature) 4.Tullis, G., in Trappe, T. (2005). New Insights into Business, Course Book, Practice Book – Intermediate to Upper-Intermediate. Harlow: Pearson Longman. 5.Emmerson, P. (2006). Business Grammar Builder. Oxford: MacMillan. 6.Emmerson, P. (2003). Business Builder – intermediate Teacher's Resource Series. Oxford: MacMillan. 7.Flinders, S., in Sweeney, S. (1996). Business English Pair Work: Conversation Practice for Business People. Cambridge: Penguin Books. 8.Robbins, S. (2003). Business Vocabulary in Practice. Glasgow: HarperCollins Publishers. 9.MacKenzie, I. (2002). English for Business Studies – advanced. Cambridge: CUP. 10.Vince, M. (1994). Advanced Language Practice. Oxford: Heinemann Publishers. 11.Vince, M. (1994). Intermediate Language Practice. Oxford: Heinemann Publishers. 12.Mann, M., in Taylore-Knowles, S. (2005). Destination B2: Grammar & Vocabulary. Oxford: MacMillan.

Reference nosilca / Lecturer's references:

glej Cobiss

¹ Seminarska ali projektna naloga, raziskovalna naloga ipd.

² Plakat, naloga, prispevek