



UČNI NAČRT / COURSE SYLLABUS

Študijsko leto 2019/2020

Predmet / Course	Poslovna angleščina 1 / Business English 1
Šifra predmeta / Course Code	B11ANGL1-PA1-ESD6
Nosilec predmeta / Course Coordinator	lektorica mag. Katarina Čander Podgoršek
Vrsta predmeta / Type of the course	obvezni/compulsory
Jezik / Language - Predavanja / Lecture - Vaje / Tutorials	-, Angleški / English -, Angleški / English
Študijski program / Programme	Ekonomija v sodobni družbi (1. stopnja) / Economy in Contemporary Economy (1st cycle)
Letnik / Year	1.
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	90	150	6

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, hoteli in njihova prihodnost. 4. Spremembe v trgovanju in nacionalnem gospodarstvu, spremembe v vodenju podjetja, cenovne spremembe in druge 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 poslovnem okolju.</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, hotels and their future. 4. Changes in trading and national economy, changes in management, price and other changes due to different economic phenomena: inflation, recession vs. conjuncture. 5. Company organisation: types of companies, company structure in Slovenia and abroad, pros & cons of big and small enterprises. 6. Practical communication in the business environment.</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, predstavitvene 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</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</p>
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<p>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>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, funkcije, kateri tipi organizacij obstajajo doma in v tujini, tipi organizacijskih struktur so najbolj tipični (zlasti v Sloveniji in v angleško govorečih deželah), njihove prednosti in slabosti. 2. V diskusiji predstavi primere organizacij, vrednoti in analizira prednosti oz. slabosti organizacij in njihov vpliv na zaposlene, in zunanje okolje ipd. 3. Pozna in razume razliko med makroekonomijo in mikroekonomijo, kateri so njihovi elementi, kakšno funkcijo imajo ti elementi v gospodarstvu in kakšen vpliv lahko imajo na posamezna podjetja in potrošnike oz. ostale ekonomske subjekte. 4. Zna analizirati pojem 'spremembe', kaj spremembe so, kakšno vlogo lahko imajo, zakaj prihaja do sprememb, kdaj so (lahko) pozitivne in kdaj negativne oz. kdaj so potrebne za posameznika, podjetje / organizacijo oz. za državo. 5. Spozna, razume in uporablja različne strokovne izraze v angleškem in slovenskem jeziku na različnih področjih v ekonomiji: mikro in makro ekonomiji, na področju blagovnih znamk, potovanja, organizacije podjetij in pri spremembah v podjetjih. Širi strokovno besedišče, izboljšuje svojo izgovorjavo, bralne in govorne sposobnosti in tudi spretnosti pisanja in slušnega razumevanja angleščine v različnih poslovnih situacijah. 6. Zna in razume mnogo različnih vidikov družbe, ekonomije in gospodarstva države na splošno. 7. Kritično razmišljanje in analizira aktivnosti v organizaciji, podjetju ali gospodarstvu na splošno. 8. Razmišlja kot potrošnik, prodajalec in kot poslovodja o ukrepih, ki jih je potrebno izvajati (npr. potrošnja, varčevanje, kriteriji za nakupno odločitev, relevantnost cenovnih razredov, razumevanje kakovosti prodajnih izdelkov, blagovnih znamk in njihovi pozicioniranj na trgu ipd.)</p>	<p><i>Student will achieve the following learning outcomes:</i></p> <p>1. Understands the term 'organisation', its features and functions, which types of organisations are typical in Slovenia and abroad, which types of organisational structure are most typical ones, esp. in Slovenia and in English-speaking countries their advantages and disadvantages. 2. In discussion, presents examples of organisations, their values, and they analyse their advantages or drawbacks, their effects on employees and the external environment, etc. 3. Knows about microeconomics and macroeconomics and their differences, their key elements, roles in an economy, and their influences on individual companies, consumers and other economic subjects. 4. Knows how to analyse the term 'change', what it is, what role different changes have, discusses and analyses possible reasons for changes, and when changes are positive, negative or necessary for an individual, a company or organisation or a country. 5. Learns, understands and uses various business expressions in English and in Slovene in various fields of economy; micro- and macroeconomics, brands, travel, company structure and organisation, changes in the business world. Expands their business vocabulary, improves their pronunciation, reading, speaking, listening and writing skills in different business situations. 6. Knows and understands various different aspects of a society, its economics and economy in general. 7. Critically assesses and analyses the activities in an organisation, company or in a national economy in general. 8. The student thinks like a consumer, a seller and a manager regarding the measures that have to be taken (f. e. consumption, saving, criteria for a buying decision, importance of price classes, understanding the quality of merchandise, understanding brands and their market position, etc.)</p>
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Oblike in metode poučevanja in učenja / Types and Methods of Teaching and Learning

<i>Oblike dela</i>	Frontalna oblika poučevanja; Delo v manjših skupinah; Samostojno delo študenta;
<i>Types of Teaching and Learning</i>	Frontal teaching; Work in smaller groups or pairs; Independent student work;
<i>Metode dela</i>	Razlaga; Razgovor/diskusija/debata; Delo z besedilom; Javni nastop; Reševanje nalog;



**Teaching and
Learning Methods**

Explanation; Conversation/discussion/debate; Work with text; 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 predstavitvijo 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 – Bourse book - 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.ldoceonline.com/dictionary/publicize>; dodatna literatura /additional literature: 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.ince, 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:

Čander, K. (2012). English grammar for professional use : explanation, examples and exercises with answer key. učbenik. Celje : Mednarodna fakulteta za družbene in poslovne študije, 2012
Čander, K. (2012). Professional English. Environmental protection and ecotechnologies. Velenje: Visoka šola za varstvo okolja, 2012.

¹ Seminarska ali projektna naloga, raziskovalna naloga ipd.

² Plakat, naloga, prispevek