



## UČNI NAČRT / COURSE SYLLABUS

Študijsko leto 2019/2020

<b>Predmet / Course</b>	Poslovna angleščina 2 / Business English 2
<b>Šifra predmeta / Course Code</b>	B12ANGL2-PA2-ESD6
<b>Nosilec predmeta / Course Coordinator</b>	lektorica mag. Katarina Čander Podgoršek
<b>Vrsta predmeta / Type of the course</b>	obvezni/compulsory
<b>Jezik / Language</b> - <b>Predavanja / Lecture</b> - <b>Vaje / Tutorials</b>	 -, Angleški / English -, Angleški / English
<b>Študijski program / Programme</b>	Ekonomija v sodobni družbi (1. stopnja) /Economy in Contemporary Economy (1st cycle)
<b>Letnik / Year</b>	2.
<b>Pogoji za vključitev / Requirements</b>	/

<b>Predavanja Lectures</b>	<b>Vaje Tutorials</b>	<b>Druge oblike študija Other Type of Study</b>	<b>Samostojno delo Individual work</b>	<b>Ure dela Work hours</b>	<b>ECTS</b>
30	30	0	90	150	6

### Vsebina / Content:

<p>1. Tematska ponovitev 1. letnika: trg, tržno ravnovesje, blagovne znamke, potovanje, organizacija in struktura podjetja, poslovne spremembe znotraj in izven organizacije. 2. Denar, finance, banke: trg denarja, finančne institucije, lastniški in dolžniški kapital, delnice in obveznice (trg vrednostnih papirjev), finance podjetja, tipi bank, bančne storitve, računovodstvo v podjetju, računovodski izkazi 3. Marketing in oglaševanje: trženjski splet, 4 Ps oz 7 Ps v marketingu, marketinške in oglaševalske strategije, kampanje 4. Kulture v poslovnem svetu: poslovne kulture v različnih državah, različni pristopi v mednarodnih poslovnih situacijah, poslovna etika 5. Zaposlovanje v gospodarstvu: trg dela, delovna razmerja, problemi brezposelnosti, ukrepi proti brezposelnosti, zadovoljstvo z delom, motivacijski vidiki zaposlenih, izobrazba in prva zaposlitev.</p>	<p>1. Revision of the topics covered in the first year: market, market equilibrium, brands, travelling, company organisation, changes inside and outside an organisation or company. 2. Money, finances, banks: money market, financial institutions, bank system and services, equity and loan capital, shares and bonds (the stock market) company finances, corporate accountancy - financial reports 3. Marketing and advertising: marketing mix, 4 Ps or 7Ps in marketing, marketing and advertising strategies, campaigns 4 .Business cultures: business cultures of different countries, different approaches in international business, business etiquette 5 .Employment and the economy: job market, labour relations, problems of unemployment, measures against unemployment, job satisfaction, employee motivation, education and first employment.</p>
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### Splošne kompetence / General Competencies:

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

<p><i>Student bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i></p> <p><b>PSP1:</b> Značilnosti organizacije, funkcijska področja in razmerja med njimi.; <b>PSP6:</b> Računovodski in</p>	<p><i>Student will acquire knowledge and skills in the following specific areas:</i></p> <p><b>PSP1:</b> Organizations' characteristics, functional areas and the relationships between them; <b>PSP6:</b> Accounting</p>
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finančni sistemi; **PSP8**: Kultura in njeni vplivi na vsebinskem področju predmeta; **PSP14**: Tuj jezik na obravnavanem področju; **PSP18**: Splošna razgledanost na vsebinskem področju predmeta.

and financial systems; **PSP8**: Culture and its influence in the field of the course; **PSP14**: Foreign language in the fields of the course; **PSP18**: General overview of the course content area.

### Predvideni študijski izidi / Intended Learning Outcomes:

*Študent bo dosegel naslednje študijske izide:*

1. Razume, kaj je organizacija, kakšne so njene značilnosti, prednosti in slabosti. V diskusiji predstavi primere organizacij, vrednoti in analizira prednosti oz. slabosti organizacij, njihovega delovanja, poslovanja, in njenih vplivov na zaposlene in okolje ipd. 2. Razume in vrednoti osnovne knjigovodske izraze, ki so potrebni v organizaciji, spozna računovodska poročila, spozna in razume razliko med finančnim in računovodskim oddelkom, njune funkcije. 3. Spozna trg vrednostnih papirjev, delnic in obveznic, bančni sistem in bančne storitve za posamznike in podjetja. 4. Spozna pojem kulture, zlasti v poslovnem svetu, različne vidike kulture. Vrednoti, zakaj je kultura pomembna pri sklepanju posla in katere kulturne razlike je potrebno upoštevati v poslovnem svetu v različnih poslovnih situacijah, npr. obdarovanje, pozdravi, poslovna etika oz. bonton, etc. 5. Analizira in bere različne tipe strokovnih besedil, zlasti člankov, se nauči in uporablja različne poslovne izraze na področju financ, računovodstva, bančništva, kulture in kulturnih razlik v poslovnem svetu, zaposlovanja in oglaševanja. 6. Širi znanje in strokovno besedišče na omenjenih področjih na podlagi usvajanja in izboljševanja bralnih, pisnih, slušnih in govornih spretnosti v tujem jeziku. 7. Uporablja tuj jezik v diskusijah o relevantnih temah, bere in posluša strokovna besedila v tujem jeziku (intervju, različni pogovori, članki), rešuje slovnične in vsebinske vaje ter vadi pisno komunikacijo v tujem jeziku, tako širi svoje obče splošno in strokovno znanje na omenjenih področjih. 8. Zna oz. razume mnogo različnih vidikov družbe in ekonomije in gospodarstva države na splošno. 9. Kritično razmišljanja in analizira aktivnosti v družini, v organizaciji, podjetju ali gospodarstvu na splošno.

*Student will achieve the following learning outcomes:*

1. Understands the term 'organisation' and its characteristics, advantages and disadvantages. In discussion they produce their examples of organisations, and they also evaluate and analyse in details possible advantages and drawbacks of an organisation, its functions and management, structure, and its effects on employees and environment, etc. 2. Understands and evaluates some basic accounting expressions necessary in an organisation - financial reports, The student learns and understands the difference between the finance department and the accounting in a company, their functions. 3. Learns about the stock exchange, securities (bonds and shares), the banking system and bank services provided for companies and individual customers. 4. Knows what the term 'culture' in the business world means. The student evaluate different cultural aspects, and how cultural is important in the business world in different situations, f.e. gift-giving, greetings, business etiquette, etc. 5. Analyses, understands and reads different types of professional texts, mostly articles. The student learns and uses business expressions, phrases in the fields of: finances, accounting, banking, securities, culture, advertising and employment & labour relations. 6. Expands the professional vocabulary and knowledge by improving reading, speaking, listening and writing skills in English. 7. Uses the language orally in discussions on relevant chosen topics, reads and listens to professional topics (interviews, conversations, articles), does grammar exercises and practices written communication in English. In this way the student expands the professional and general knowledge in particular fields of economy. 8. Knows and understands several various social aspects within a family, an organisation, enterprise or within the economy of a country in general. 9. Critically assesses, analyses activities done in an organisation, enterprise or elsewhere within a country.

### 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 <sup>1</sup> /	/
Javni nastop s predstavitvijo rezultatov / Presentations <sup>2</sup>	30 %
Končni pisni izpit / Final written examination	70 %
Končni ustni izpit / Final oral examination	/
Udeležba in sodelovanje / Participation and cooperation	/
<b>Lestvica ocenjevanja / Grading scale</b>	številska/numeric

**Temeljna literatura / Literature:**

1. Cotton, D., Falvey, D., in Kent, S. (2010). New market leader, 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](http://www.bbc.co.uk), [www.ft.com](http://www.ft.com), [www.thefreedictionary.com](http://www.thefreedictionary.com), <http://www.businessdictionary.com/>, <http://www.business-terms.net/>, <http://www.ldoceonline.com/dictionary> 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. 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:**

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<sup>1</sup> Seminarska ali projektna naloga, raziskovalna naloga ipd.

<sup>2</sup> Plakat, naloga, prispevek