



UČNI NAČRT / COURSE SYLLABUS

Študijsko leto 2020/2021

Predmet / Course	Poslovna angleščina 2 / Business English 2
Šifra predmeta / Course Code	B12ANGL2-PA2-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	2.
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. Tematska ponovitev 1. letnika: trg, tržno ravnovesje, blagovne znamke, potovanje, organizacija in struktura podjetja, poslovne spremembe znotraj in izven organizacije.</p> <p>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</p> <p>3. Marketing in oglaševanje: trženjski splet, 4 Ps oz 7 Ps v marketingu, marketinške in oglaševalske strategije, kampanje nove oblike oglaševanja (oglaševanje preko socialnih medijev, vsebinski marketing)</p> <p>4. Kulture v poslovnem svetu: poslovne kulture v različnih državah, različne vrednote, prepričanja in pristopi v poslovanju v mednarodnih vodah, poslovna etika</p> <p>5. Zaposlovanje v gospodarstvu: trg dela, delovna razmerja, problemi brezposelnosti, ukrepi proti brezposelnosti, zadovoljstvo z delom, motivacija zaposlenih, izobrazba in prva zaposlitev, zaposlitveni intervju</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.</p> <p>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</p> <p>3. Marketing and advertising: marketing mix, 4 Ps or 7Ps in marketing, marketing and advertising strategies, campaigns, new forms of advertising (social media advertising, content marketing)</p> <p>4. Business cultures: business cultures of different countries, different values, beliefs, approaches to doing international business, business etiquette</p> <p>5. Employment and the economy: a job market, labour relations, problems of unemployment, measures against unemployment, job satisfaction, employee motivation, education and first employment, a job interview</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>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>Student bo pridobil znanje in spretnosti na naslednjih specifičnih vsebinskih področjih:</i></p> <p>PSP1: Značilnosti organizacije, funkcijska področja in razmerja med njimi.; PSP6: Računovodski in finančni sistemi; PSP8: Kultura in njeni vplivi na vsebinskem področju predmeta; 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; PSP6: Accounting 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.</p>
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Predvideni študijski izidi / Intended Learning Outcomes:

<p><i>Student bo dosegel naslednje študijske izide:</i></p> <ol style="list-style-type: none">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.	<p><i>Student will achieve the following learning outcomes:</i></p> <ol style="list-style-type: none">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 detail possible advantages and drawbacks of an organisation, its functions and management, structure, and its effects on employees and its environment, etc.2. Understands and evaluates some basic accounting expressions necessary to 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 evaluates different cultural aspects, and how culture 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 and 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.
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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;
<i>Teaching and Learning Methods</i>	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	številaska/numeric

Temeljna literatura / Literature:

Obligatory literature:

- 1.Cotton, D., Falvey, D., in Kent, S. (2014). New Market Leader - Intermediate – Bourse book - 3rd edition. Harlow: Pearson Longman.
- 2.Čander Podgoršek, K (2018): Professional English Grammar and Vocabulary in Action, Celje: MFDPS
3. Gradivo nosilke v e-učilnici

Priporočeni viri za učenje/ Recommended sources for learning:

Elektronski viri za dodatno učenje ter elektronsko gradivo za članke in glosarje / E-sources for additional studies and for articles and glossaries:

- BBC www.bbc.co.uk (for reading authentic articles, expanding vocabulary and practicing grammar)
- FINANCIAL TIMES www.ft.com, (for reading authentic professional articles)
- LONGMAN ONLINE DICTIONARY <http://www.ldoceonline.com/dictionary>
- CAMBRIDGE DICTIONARY <https://dictionary.cambridge.org>
- BUSINESS ONLINE DICTIONARY <http://www.businessdictionary.com/>

Dodatna literatura/ Additional literature:

1. Mascull, Bill. (2010). Business Vocabulary in Use – intermediate, Cambridge CUP
2. Hewings, M. (2013): Advanced Grammar in Use. 3rd edition, CUP
3. Tratnik, A., Leskovic, M., Kejžar, T. Business Vocabulary in Action – workbook for Student of Business English (2013), Ljubljana: Narava
4. McCarthy, M, O'Dell, F. (2017). English Vocabulary in Use – advanced. CUP

Reference nosilca / Lecturer's references:

- Čander, K. (2012). English Grammar for Professional Use: explanation, examples and exercises with answer key. učbenik / workbook Celje : Mednarodna fakulteta za družbene in poslovne študije
- Čander, K. (2012). Professional English. Environmental Protection and Ecotechnologies. Velenje: Visoka šola za varstvo okolja
- Čander Podgoršek, K (2018): Professional English Grammar and Vocabulary in Action, Celje: MFDPS
- Čander Podgoršek, K. (2018): Professional English Environmental Protection and Ecotechnologies, Velenje VŠVO

¹ Seminarska ali projektna naloga, raziskovalna naloga ipd.

² Plakat, naloga, prispevek