

POSLOVNI ENGLJSKI JEZIK – BUSINESS ENGLISH

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Opis ispita: Ispit se sastoji iz pismenog i usmenog dela. Predispitne obaveze uključuju pismene vežbe, usmene prezentacije (individualne i grupne projekte) i angažovanje u toku nastave. Opis ispita po segmentima (uključujući dodatna pitanja i neophodnu literaturu)

Pismeni deo ispita: 1. Gramatički deo testa: vremena, aktiv-pasiv, aktiv-pasiv (sa glagolima kazivanja), kondicionalne recenice, modalni glagoli, modalne fraze, gerund/infinitiv
2. Vokabularski deo testa: provera strucnog vokabulara, idioma, fraznih glagola, građenja reči (prefiksacija/sufiksacija)

Usmeni deo: 1. čitanje i razumevanje *tekstova iz udžbenika Business Prism* (Units 1-10),
2. provera znanja *idioma i izraza* iz sveta poslovanja, kao i provera stručne terminologije iz oblasti marketinga, brendiranja destinacija, bankarstva, finansija berzanskih poslova, ljudskih resursa, upravljanja projektima i događajima, tipovima kompanija i menadžerima, vrstama plaćanja itd. (Units 1-10)
3. Samostalno *izlaganje studenta o temi* iz sveta poslovanja, niz pitanja je dat u nastavku:

1. What is branding? The basic features of a brand
2. Different types of brands
3. Managing brands
4. Globalisation – positive sides
5. Globalisation – negative sides
6. Compare a multinational company, an SME and a family-owned company
7. What is merger, acquisition and a joint venture
8. Are managers overpaid? What the lowest-paid jobs?
9. Taking out a loan – basic procedure
10. Should investors be risk-takers?
11. Stock market investments – basic steps that a potential investor should take
12. What is free market? List the basic principles
13. What is the difference between a developed and an emerging market?
14. Describe the following: Supply/Demand, Market share, Market segmentation
15. What is market research? - Basic steps
16. Marketing mix – the 7 Ps

17. Customer retention vs. Customer defection - How can companies successfully keep the existing customers?
18. What is SoCoMo strategy?
19. Have the internet ads become more influential than TV commercials?
20. Online advertising – basic types and advantages
21. Describe the following: Teaser ads, Subliminal ads and Endorsement ads
22. HR management – the special skills HR managers should possess
23. The basic types of managers – democratic, autocratic, coaching, visionary, etc.
24. Applying for a job – basic steps

Dodatna pitanja (teme za prezentacije)

Marketing Campaign Analysis
Are We Manipulated into Buying Brands?
Examples of Good/Bad Practice in Country Branding.
Social Responsibility in Business (Charity)
SWOT Analysis of Company's Strategic Position (Apple, Thomas Cook)
Future of the World's Natural Energy (with regard to business)
Counterfeiting - Imitating Property as Theft (Pirate Bay, WikiLeaks,
Copyright Infringement)

Starting Online Business in Tourism
Should We Invest in Tourism?
Product Development. (the spirit of invention)
Event-management

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Key Concepts in Tourism (Palgrave Key Concepts) Paperback, 2007

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Internet Izvori: <http://www.businessenglishsite.com/business-english-marketing-sales.html>
<http://learnenglish.britishcouncil.org/en/professionals-podcasts/line-management>
<http://www.investopedia.com/terms/g/goldenhello.asp>