

## DESCRIPTION OF THE COURSE

GENERAL INFORMATION		
Course Holder	Mirjana Bautović	
The name of the college	Business English 2	
Study program	FINANCE AND BUSINESS LAW	
Status of the College	Mandatory	
Year	2nd year	
Point value and method of teaching	ECTS coefficient of student workload	6
	Number of hours (P+V)	30+30

DESCRIPTION OF THE COURSE
1.1. <i>Objectives of the course</i>
The basic objective of the subject Business English 2 is the acquisition of a special vocabulary in order to be able to understand complex texts in the field of finance, i.e. banking, corporate financing, accounting and international trade. Negotiation skills are also acquired and practiced on a concrete case study. Students should be able to discuss the topic and argue their views using the adopted vocabulary, as well as present an independently determined topic from the covered area.
1.2. <i>Requirements for enrolment in the course</i>

### 1.3. *Expected learning outcomes for the course*

Students should be able to:

1. **Explain the role of banks, the history of money and its forms through development and changes in the financial system**
2. **Adopt and interpret banking products and services, explain different types of banks and evaluate future trends in the development of the banking system and digital platforms**
3. **Explain and compare the ways of financing a company, the conditions under which a company goes public and explain trading on the stock exchange.**
4. **Interpret and compare basic financial statements**
5. **Explain the role of international trade, interpret different types of trade and ways of protecting domestic production from competitors.**
6. **Apply negotiation techniques – ways to propose, accept, and reject proposals in a case study**

### 1.4. *Course content*

1. Money - basic vocabulary
  - The role, types and meaning of money - collocations;
  - Cryptocurrencies;
  - Introduction to Banking
  - the role of banks;
  - Basic Banking Products
  - Loan Seeking and Approval – Credit Insurance
2. Types of banks – comparison
  - Regulation and deregulation of the banking sector – reasons and consequences
  - Internet banking – advantages and disadvantages
  - The role of banks in the future, digital platforms
3. Sources of financing for companies
  - First public issue of company shares - process and prerequisites
  - The role of the investment bank
  - types of shares; determining the market value of shares
  - the work of the stock exchange; Shareholders' rights
  - World Financial Crisis - Causes
4. Introduction to Accounting



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- Basic vocabulary related to accounting
- types of work related to accounting;
- The role of the auditor
- Financial Statements-Analysis and Comparison
- Financial scandals – causes and consequences

5. Shop

- Wholesale, Retail
- Distribution channels
- Trade and balance of payments
- Protectionism - Free Trade

6. Negotiation

- Types of negotiations
- stages of the negotiation process;
- How to Be a Successful Negotiator
- Acceptance and rejection of proposals
- Conflict management
- Case Study – Negotiation

1.5. *Types of teaching (put X)*

☒ lectures

☐ Seminars

Workshops

☒ exercises

☐ Distance  
education

☐ Field  
Teaching

☐ Independent tasks

☐ Multimedia & Network

☐ laboratory

☐ Mentoring work

☐ Other \_\_\_\_\_

#### 1.6. Student obligations

*The obligations of students are prescribed in detail by the Statute, Study Regulations, and Student Obligations Guidelines. The key obligations of students are:*

**ATTENDANCE AT CLASSES:** *students have the obligation to attend classes, actively follow lectures and exercises, and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Info Eduka digital office system. The minimum ones are mandatory;*

- *Full-time students must attend at least 70% of the total number of classes in order to be eligible to sign.*
- *Part-time students must attend at least 50% of the total number of classes in order to be eligible to sign.*

**PASSING EXAMS:** *in order to achieve a positive grade in the subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each barrel of learning. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.*

*\*FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination of knowledge (has achieved a total of at least 54 points in the course and has met the lower point threshold of adoption of each learning outcome, i.e. a minimum of 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam.*

*Participation in the written test*

*-questions of different types: linking tasks to obtain collocations and their use in the context of a sentence, questions of checking the understanding of the text by supplementing with or without the words offered, the use of appropriate phrases to express certain functions when writing an e-mail, management tasks – formal and informal style, short essay questions related to a relevant topic, describing the business of a company using a graph*

#### 1.7. Student Work Tracking (Add X to the appropriate tracking format)



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Attending classes	x	Teaching activity		Seminar paper		Experimental work	
Written exam	x	Oral exam		Essay		Research	
Project		Continuous Assessment*		Report		Practical work	
Portfolio							

**1.8. Assessment and evaluation of students' work during classes and at the final exam**

Evaluation and evaluation of students' work during classes and at the final exam is carried out on the basis of the Regulations on Studying of the EFFECTUS University of Applied Sciences. **Allocation of points according to the forms of student work monitoring**

	Attending classes	Written exam	Project	Seminar paper	Practical work	Altogether
I1		16				16
I2		16				16
I3		16				16
I4		16				16
I5		16				16
I6		16				16
OUT OF OUTCOME	4					4
ALTOGETHER	4	96				100



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Linking learning outcomes, teaching methods and knowledge assessment methods:

Forms of monitoring	Learning outcomes	Teaching method	Knowledge assessment method	Maximum number of points
<i>Attending classes</i>	<i>1-6</i>	<i>Lectures and exercises</i>	<i>Record Lists</i>	<i>4</i>
<i>Written exam</i>	<i>1-6</i>	<i>Lectures, exercises, group tasks</i>	<i>Essay Questions, Alternative Assignments</i>	<i>96</i>
<b><i>Altogether</i></b>	<i>/</i>	<i>/</i>	<i>/</i>	<b><i>100</i></b>



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Forms of monitoring	Name of the learning outcomes	Teaching method	Knowledge assessment method	Maximum number of points	
Attending classes	All outcomes	Lectures and exercises	Records of attendance at classes	4	
Written exam	<b>Outcome 1</b> Explain and compare different forms of money and the role of banks	Lecture Asking questions Quiz	Replenishment tasks Connection tasks Tasks of simple recall	16	
	<b>Outcome 2</b> Compare types of banks and banking services	Lecture Guided training Training and feedback	Tasks of connecting and completing sentences Short Essay Questions	16	
	<b>Outcome 3</b> Clarify ways to finance companies and trade securities on the stock exchange	Lecture Open questions discussion	Connection tasks Short Essay Questions Replenishment tasks	16	



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	<b>Outcome 4</b>  Explain and compare basic financial statements	Lecture  Guided training	Text Completion Without Suggested Words  Questions that require a short answer	16	
	<b>Outcome 5</b>  Define the role of international trade and ways to protect domestic industry	Lecture  Open questions  Discussion  Listening comprehension	Tasks of connecting and completing sentences  Short Essay Questions	16	
	<b>Outcome 6</b>  Practice basic negotiation techniques  Simulation of negotiation	Discussion  Listening comprehension  Working in a group	Tasks of connecting and completing sentences  The use of phrases to express certain functions	16	
			<b>ALTOGETHER</b>	<b>100</b>	





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<i>Type of student workload</i>	<i>Student Load Hours</i>	<i>ECTS credits</i>
Attending contact classes	60	2
Field Trips/Visits Outside the College		
Independent study/research	30	1
Outside the classroom preparation and preparation of seminars/presentations		
Work on an out-of-classroom project assignment		
Independent preparation for exams and exam time	60	2
Consultation activities	30	1
Other		
<b>TOTAL ECTS credits</b>	180	6

**RATING:**

*In order to achieve a positive grade in the course, the student must cumulatively meet two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for the adoption of each individual learning outcome, which is 50% of the total points of the learning outcomes.*

*Grades are calculated based on the following distribution of points:*

SCORE	RATING
0,00 – 53,90	Insufficient (1)
54,00 – 64,90	Sufficient (2)
65,00 – 79,90	Good (3)
80,00 – 89,90	Very good (4)
90.00 and more	Excellent (5)

*Grading is carried out in a transparent manner by collecting points. Each subject is evaluated with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).*

*CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity with which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the course. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved makes an additional number of points to the total number of points achieved according to the learning outcomes.*

*Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically encrypted permission to take the exam.*

1.9. *Required reading and number of copies in relation to the number of students currently attending classes in the course*

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
Business English - Resource bank	5* *students receive compulsory literature in permanent ownership	100

1.10. *Supplementary literature*

1. MacKenzie I. *English for Business Studies (3rd Ed)*, CUP
2. *Longman Business English Dictionary*
3. *Investopedia.com* <https://www.investopedia.com/>
4. *Financial Dictionary – The Free Dictionary* <https://financial-dictionary.thefreedictionary.com/>

1.11. *Ways of quality monitoring that ensure the acquisition of output knowledge, skills and competencies*

- analysis of exam results, achieved results, level of understanding and knowledge during exercises, practical tasks and group work,
- conducting a survey among students,
- Evaluation of the teacher,
- Analysis of the Quality Center report and
- Feedback from students who have already graduated and their employers on the usefulness of the content of this course in the performance of the work they do.