

## Prvi strani poslovni jezik 1 – engleski (bol. 12)



# Aims of the class (ciljevi časa)

- *pre-exam* and *exam* requirements (predispitne obaveze i ispit);
- obavezna i prateća literatura;
- learning Business English... (učenje poslovnog engleskog jezika);
- to learn how to introduce oneself to future business partners, other students... (lično predstavljanje budućim poslovnim partnerima, ostalim studentima...);
- Unit 1: Customers (prva lekcija: Kupci)



# Obavezna i prateća literatura

## OBAVEZNA LITERATURA:

**Milka Marković, *Engleski poslovni jezik*, Alfa-graf NS.**

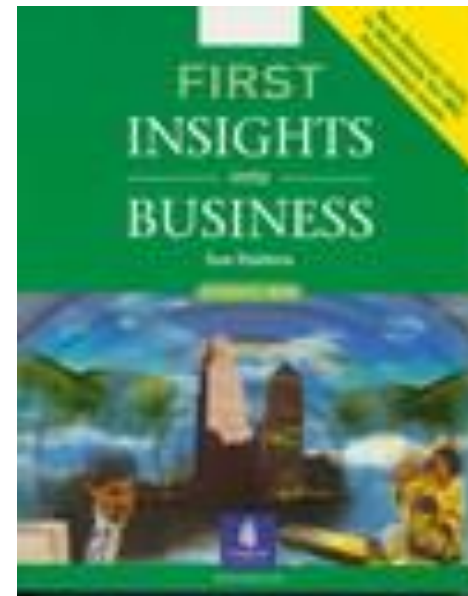
**Available at *college bookshop*  
(dostupno u skriptarnici Visoke  
poslovne škole, Novi Sad)**



**(prateća literatura):**

**Sue Robbins (2000)**

***First Insights into Business*,  
Longman.**



# Learning Business English

## Učenje poslovnog engleskog jezika

- We are going to learn all four language skills (listening, speaking, reading, writing).

Učićemo sve četiri jezičke veštine: slušanje, govorenje na engleskom jeziku, čitanje i pisanje u okviru predmeta Poslovni engleski jezik.

- *Business English* vocabulary (keywords); grammar; numbers.
- Vokabular poslovnog engleskog jezika (ključne reči); gramatika; brojevi.





**Learning Business English. How is Business English different from General English?**

**Učenje poslovnog engleskog jezika. Kako se poslovni engleski jezik razlikuje od opšteg engleskog jezika?**

- Business English vocabulary (vokabular, reči poslovnog engleskog jezika)
- Business English = English for work (učenje engleskog jezika za posao)
- Case studies (studije slučaja); real-life situations (situacije iz stvarnog života); DVD projections (DVD projekcije); applicable knowledge (primenljivo znanje)
- To bring Business English to **life**!

# Learning Business English. How is Business English different from General English?

- Vocabulary (vokabular, reči) and different contexts (različiti konteksti)
- Example:
- Guess the word! c \_ \_ h c \_ \_
- cash cow [+business; +jargonism; +informal]
- What do you know about *cash cow*?
- A **cash cow** is a **well-established product** which **provides money** for a **company** without a lot of **investment**.
- 'The Royal wedding ***cash cow***'
- Do you think it is OK to make money from an **event** like a Royal wedding?

**Learning Business English. What do you find most difficult about learning English? Učenje poslovnog engleskog jezika. Šta vam je najteže u učenju engleskog jezika?**

- a) grammar (gramatika)
- b) vocabulary (vokabular, reči)
- c) writing (pisanje)
- d) speaking (govorne vežbe)
- e) listening (slušanje)
- f) something else...? what?  
(nešto drugo i šta?)

# **What do you find most difficult about learning English?**

## **Your answers**

1. GRAMMAR
2. Speaking
3. Writing

You like vocabulary (learning new words) and listening activities.

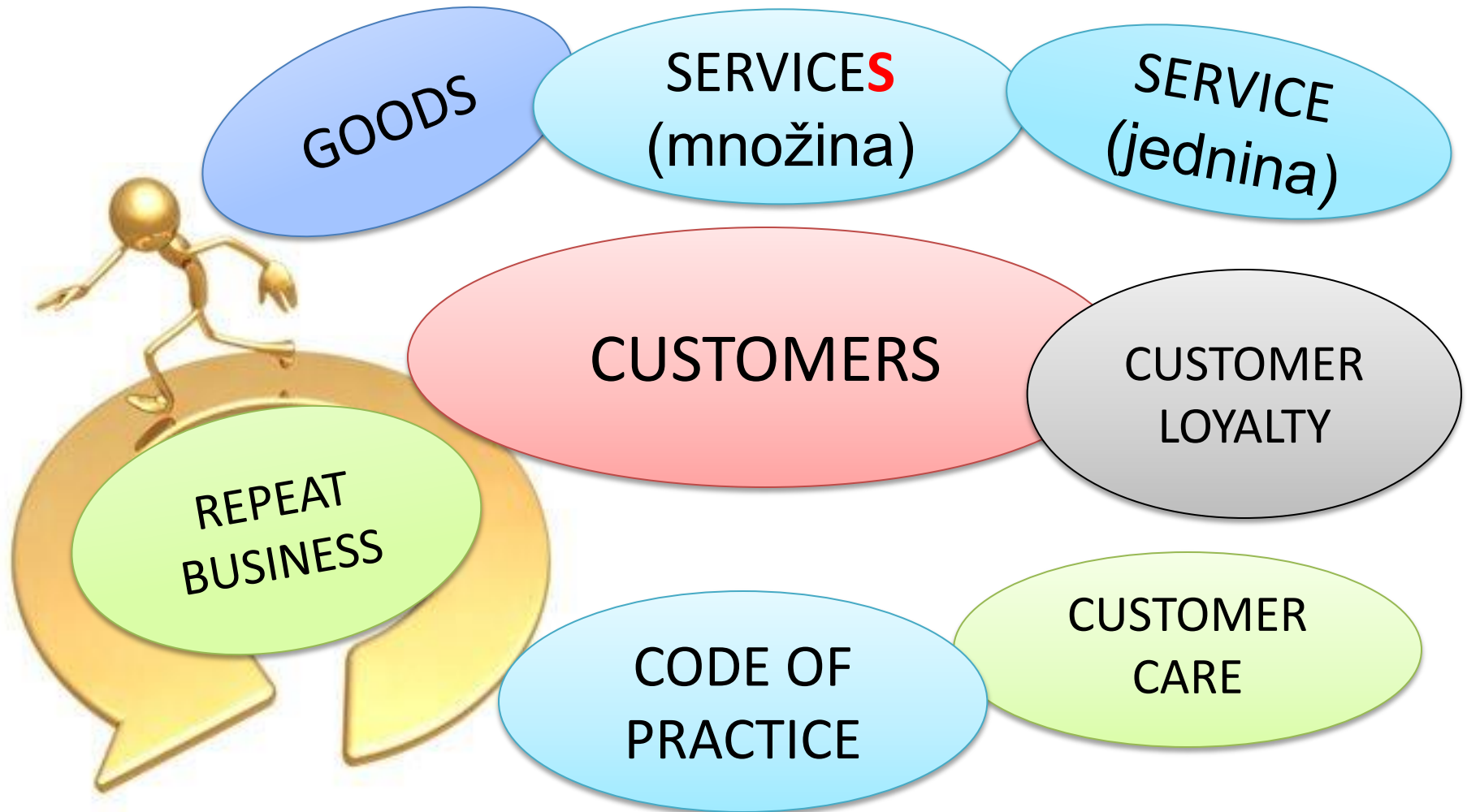


Remember: Nothing is so difficult as... Inspector Clouseau (Pink Panther) learning English!



# Unit 1: Customers

## Key vocabulary – ključne reči



# Key vocabulary: Customers

## Keyword Translation (Prevod ključnih reči)

| <u>Vocabulary:</u>    | <u>Translation:</u>    |
|-----------------------|------------------------|
| company (n.)          | kompanija              |
| customer (n.)         | kupac, klijent         |
| to provide (v.)       | snabdevati, nabavljati |
| goods (n. plural)     | roba                   |
| product (n.)          | proizvod               |
| service (n.)          | usluga                 |
| training (n.)         | obuka                  |
| insurance (n.)        | osiguranje             |
| technology (n.)       | tehnologija            |
| repeat business (n.)  | ponovljeno poslovanje  |
| customer loyalty (n.) | vernost potrošača      |
| customer care (n.)    | briga o potrošačima    |
| customer service (n.) | korisnički servis      |
| code of practice (n.) | kodeks poslovanja      |

## Unit 1: Customers

code of practice, customers, service, services,  
customer loyalty, repeat business, customer care,  
goods

**Popunite prazna mesta ključnim rečima datim iznad.**

- Companies need customers. Some companies provide goods such as clothes, cars and food. Other companies provide services, for example insurance, banking, information technology or training. Companies want repeat business, in other words, they want customers to buy from them again and again. To win customer loyalty, many companies have a code of practice, or set of rules, for customer care. The code of practice explains what the customer can expect of the company. Customers can **complain about** the service, or help, they receive and the goods they buy.

***Source: First Insights into  
Business, Longman, pg. 4***

# ...to complain about something...

- to **complain about** = *žaliti se na...*
- *to complain* = *glagol*; *about* = *predlog*
- **Customers** can **complain about** [bad customer service].
- Kupci se mogu žaliti na loš korisnički servis.



# *What makes a good shop assistant? Koje su odlike dobrog prodavca?*

- A good shop assistant...
- takes care of **customers' needs**.
- gives **information** about different products.
- helps customers **find products** they are looking for in the shop.
- gives **technical advice** about products.
- advises the customer of information relating to their purchase, such as its **warranty** or how to look after it.
- makes the customer aware of any **special offers**.
- makes sure that **all stock is on display**.
- is aware of what all the customers in the shop are doing, **to guard against shoplifting**.





## DVD Projection – A worker's profile: A florist (by Oxford University Press)

(DVD projekcija – profil radnika: Cvećar)

- After viewing... (nakon gledanja):

1. What does Robert Palliser do?

He is a florist.

2. What is the name of the flower shop?

SCOTT'S FLOWERS.

3. Where is it located?

In New York City.

4. What does Robert's job consist of?

He makes bouquets, creates arrangements. He talks with customers every day, takes orders on the phone every day and he does deliveries, deals with customers and suppliers. He has high communication skills.

Enjoy your Business English  
learning!

