

## ENGLISH I/1 – SPRING TERM 2010

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- office hours: Tuesday 10:15-11:00, Thursday 10:15-11:00 - Dept. of Languages

### COURSE PROGRAM:

**Intelligent Business:** Coursebook + Workbook - **Units 8 - 15**

### COURSE REQUIREMENTS:

- minimum **80% attendance** (*4 absences without a formal letter of excuse allowed*)
- active participation in seminars (*i.e. **systematic preparation for seminars, home assignment fulfilment***)
- **presentation** of a business topic in pairs (topic **enrolment via IS**, max. **8 mins** / 1 pair)
- **minimum 60% score** in the final test in the last class of the semester, i.e. **Thursday, May 20**)

### Presentation:

- ☆ you should prepare a presentation of **a product, service or company** you like, know, own or are interested in,
- ☆ the presentation will be **seriously minded, well-prepared and well-delivered**,
- ☆ it will take about **8 minutes**,
- ☆ it will be delivered **in pairs**
- ☆ it will be **structured** (introduction of the presenter and the topic, introduction of the topic, presentation overview, body of the presentation, summary, appropriate conclusion, opening a discussion)
- ☆ it will have **a form of power-point presentation** which you will prepare at home and bring on **a flash disc** (*data projector and PC will be available*)
- ☆ it will be submitted in ppt format in **“Odevzdávárna”** by **20 April 2010** (each student will upload the document **individually** using the following file name format:  
**SAMPLE: Fialova\_Lucie - Alliances**)
- ☆ **it will be delivered in English and it will not be read**
- ☆ please use the **guidelines** posted in Lucie Fialová's interactive syllabus in the IS,
- ☆ **other students will be evaluating** the presentation,
- ☆ it is necessary that you form a pair with another student and **register via “Přihlašování se k tématům/variantám z balíků témat”** in the IS to reserve the date for your presentation

### COMPULSORY LITERATURE:

- Trappe, T., Tullis, G.: *Intelligent Business: Coursebook. Upper Intermediate.* Longman, Pearson Education Limited 2006. ISBN-10: 0-582-84809-1
- Pile, L.: *Intelligent Business: Workbook. Upper Intermediate.* Longman, Pearson Education Limited 2006. ISBN-10: 0-582-84685-4
- Boháček, M., Brandejská, Z., Trumpešová – Rudolfová, E.: *Intelligent Vocabulary. Glosář k učebnici Intelligent Business: Upper Intermediate.* Brno, MU, 2007. ISBN 978-80-210-4389-3

Electronic sources:

web: <http://www.econ.muni.cz/katedry/oddeleni-jazyku-na-esf/informace-pro-studenty/prezencni-studium/jazyk-i/>

or ESF homepage → Rychlé odkazy → Centrum jazykového vzdělávání

#### SUPPLEMENTARY LITERATURE:

- Johnson, C., Barrall, I.: *Intelligent Business: Skills Book*. Upper Intermediate. Longman, Pearson Education Limited 2006. ISBN-10: 0-582-84806-7
- On-line *Interactive English Grammar for Business Students*; Bližší informace a hlavní osnovu kurzu naleznete na následujícím odkazu v IS: <https://is.muni.cz/auth/el/1456/jaro2006/PJI2A/index.qwarp>
- Emmerson, P.: *Business Grammar Builder*. Macmillan, 2002. ISBN 0-333-75492-1
- Brieger, N., Sweeney, S.: *The Language of Business English*. Prentice Hall 1994. ISBN 0-13-042516-8
- Dynda, A., Dyndová, E.: *Česko-anglická obchodní korespondence*. Pragoeduca Praha 1995, 1997. ISBN 80-858556-50-6
- Murphy, R.: *English Grammar in Use*. 2nd edition. Cambridge University Press, 1994, 2003. ISBN 0-521-43680-X
- Fronek, J.: *Velký česko-anglický slovník*. Praha, Leda, 2000. ISBN 80-85927-54-3
- Fronek, J.: *Anglicko-český slovník s nejnovějšími výrazy*. Praha, Leda, 1998. ISBN: 80-85927-13-6
- Straková, M., Bürger, J., Hrdý, M.: *Česko-anglický hospodářský slovník*. Plzeň, Fraus, 2000. ISBN 80-7238-047-8
- Straková, M., Bürger, J., Hrdý, M.: *Anglicko-český hospodářský slovník*. Plzeň, Fraus, 2000. ISBN 80-7238-046-X

#### AUTHENTIC MATERIALS:

- The Economist
- Financial Times
- *BBC World Service, especially:* <http://www.bbc.co.uk/worldservice/learningenglish/>