

Literature:

- MacKenzie, Ian. *English for business studies : a course for business studies and economics students., Student's book*. 1. ed. Cambridge : Cambridge University Press, 1997. 176 s. : i. Cambridge professional english. ISBN 0-521-48353-0.
- Vogel, R., Mužíková, J., Zákostelská, J.,: Glosář k učebnici *English for business studies* (Ian MacKenzie), Vydavatelství MU, 2003

Supplementary materials:

- Tománková, V.: *Cvičebnice k učebnici English for Business Studies* (Ian MacKenzie). Brno, ESF MU, 2006. ISBN 80-210-4181-1
- 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>
- 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
- Brieger, N., Sweeney, S.: *The Language of Business English*. International Book Distributors Ltd, 1994. ISBN 0-13-042516-8 (především lekce 34, 35, 58, 73, 85)
- Emmerson, P.: *Business Grammar Builder*, Macmillan, 2002.
- Murphy Raymond: *Grammar in Use*. CPU, 1994

Authentic materials:

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

CREDIT REQUIREMENTS:*SEMINARS, NO LECTURES*

- **Minimum 80% seminar attendance** (2x without a letter of excuse)
- **Active participation in seminars** (i.e. systematic preparation for seminars, home assignments handed in due time)
- **60% score** in the final credit test (minimum 60 points out of 100 pts.)
- **submission of a seminar essay** (200 - 250 words) by **30 October** at the latest

ESSAY TOPICS:

1. Write a short summary of you opinions regarding big and small companies, explaining which you prefer to work for (or would prefer to work for in the future) – ex.3b/p.27 of your course book

2. Why are there so few women in senior managerial positions? Should this situation change? If so, do you think it *will* change? How? When? – ex.2a/p.46 of your coursebook

3. Do some research and write a history of unions in your country.

ex.2e/p.52 of your coursebook

4. Imagine that you are responsible for promoting one of the given products/services and that you have a generous budget to be able to employ several different tactics.

Describe your promotional strategy, the ways and tools you would use to promote it.

ex.2e/p.77 of your course book

5. Imagine that a relative, who knows very little about finance, asks you to invest \$ 10, 000 for her in a portfolio of investments, but insists that she only wants her money invested in "wholly ethical companies". Using the list of activities in your coursebook try to rule out a company as a possible investment.

ex.2f/p.95 of your course book

FOR MORE INFO SEE <http://www.econ.muni.cz/centra-a-strediska/centrum-jazykoveho-vzdelavani/>