**RULES OF THE GAME – BUSINESS ENGLISH 2019**

**Points:**

**Lecture =** **vocabulary** – 22 points (presentation+seminar paper); 20 points for vocabulary quiz

**Practice = grammar** – 20 points for grammar (10-10p, 2 colloquiums);

You need a minimum of 10 points for grammar & 20 points for vocabulary

Regular attendance: 0 - 5 points

Extra tasks: 40 points

Oral exam: 20 points

Colloquium 1 (grammar): **April 2, 2019 Tuesday (during class 14:00-15:00)**

Colloquium 2 (grammar): **May 28, 2019 Tuesday (during class 14:00-15:00)**

**You cannot get a mark if you do not do this project and work in a group.**

**LECTURE:**

**Seminar work**: work in groups of 3-4

**Seminar work length**: 4x1pages as a group work

Week1 – present the economy of the country: capital city, business centers, infrastructure (roads, mode of transportation, tourism, airport)

Week2 – (business) habits, stereotypes – what to pay attention to when making business with that country, corporate culture

Week3 – introduce the 5 top companies

Week4 – choose 1 product and ‘place it’ – target audience, create an advertisement for it

**The seminar work includes:**

* **Title page**
* **Content page**
* **Half-page summary in English, Hungarian and/or Serbian**
* **Mini CV of every co-author (70 words) in English**
* **4 x 1 pages (group work)**

**dictionary of new vocabulary for all sections separately (min. 20 words, expressions)**

**Text**: - formal, technical text

- use: Calibri, 11pt fonts, single space (1.15), justified text (I will not accept a seminar work that is not justified)

- page numbers, content page

- no abbreviations (won’t, isn’t, didn’t, wasn’t, etc.)

* no informal, colloquial terms (let’s say, why don’t we, this sounds like fun, etc.)
* **SPELLCHECK – I will not accept your seminar work if it was not checked with a spellchecker before and I find spelling mistakes in it**

**Points for lecture: 22 points – presentation:**

**Presentation based on seminar work**

12 – oral presentation with PowerPoint presentation in class – all texts

10 – vocabulary knowledge – all texts

**DEADLINES:**

**Full seminar work:**

**SR groups: April 15, 2019, during class**

**HU groups: April 17, 2019, during class**

**If you hand it in after the deadline, the whole team gets -5 points.**

**WRITTEN EXAM = 20points**

VOCABULARY QUIZ = from list of business English expressions

**Date of exam:**

**SR groups: April 15, 2019, during class**

**HU groups: April 17, 2019, during class**

**Extra points:**

**Extra task 1 – for 0-10 points**

**Talk about business locations** – choose 5 places where people work. Bring 5 pictures of these places (e.g. open-plan office factory, laboratory, etc.), be prepared to talk these spaces (why? When? What who?, etc).

**Date: March 7, Thursday, 10:00 – 12:00**

**Extra task 2 – for 0-10 points**

**Introduce 5 logos**: choose 5 logos of famous businesses, companies or brands and talk about. Bring a 1-page description of the 5 logos (origin, meaning, story). You will be quizzed on the vocabulary and talk about the logos

**Date: March 18, 2019 Monday 13:30-15:30**

**Extra task 3 – for 0-10 points**

Choose 2 texts from ‘Business English’ textbook, know the words, do the exercises and talk about the text

**Date: March 25, 2019 Monday 13:30-15:30**

**Extra task 4 – for 0-10 points**

**Choose a company** from the given list, write a 2-page description of the company and a min. half-page list of new words. Include the following information:

* Name of current CEO, location of headquarters
* Revenue for the past year
* Profit for the past year
* Market value of company
* Most famous product(s)
* General description of company
* Field of activity
* Short history of company

All together this should be a min. of 3 pages, Calibri 11, single space, bring to class in printed format.

**Bring your work to the oral exam: April 23, 2019, Tuesday 14:00 – 16:00**

**Note: Do the math – you need some extra (all?) tasks if you wish to have more than a grade 6-7.**