

UNIVERSITY OF MONTENEGRO

THE FACULTY OF ECONOMICS

**ENGLISH FOR SPECIFIC  
PURPOSES**

**Podgorica, 16.02.2016.**

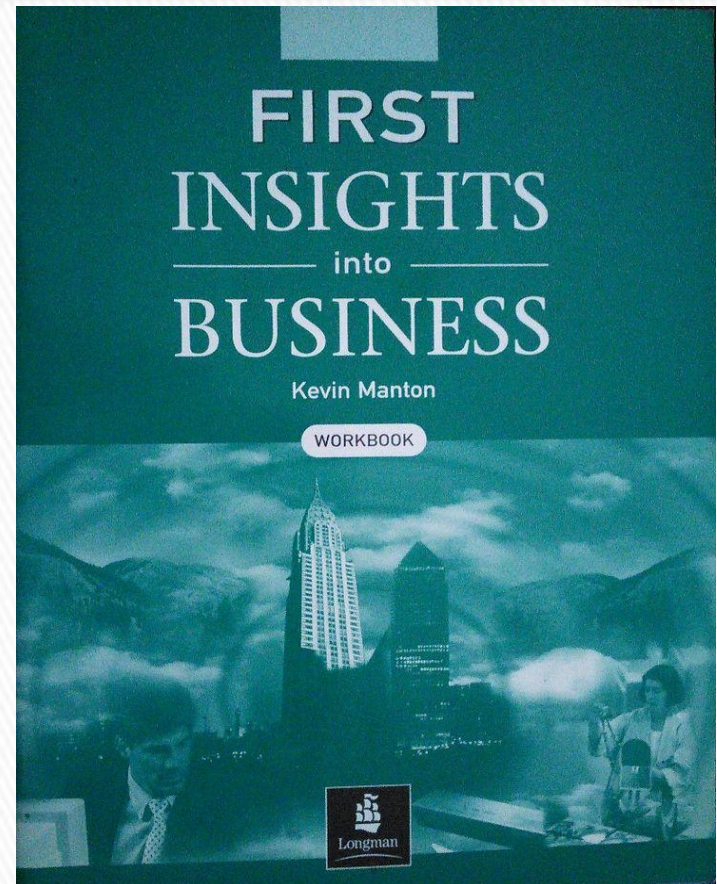
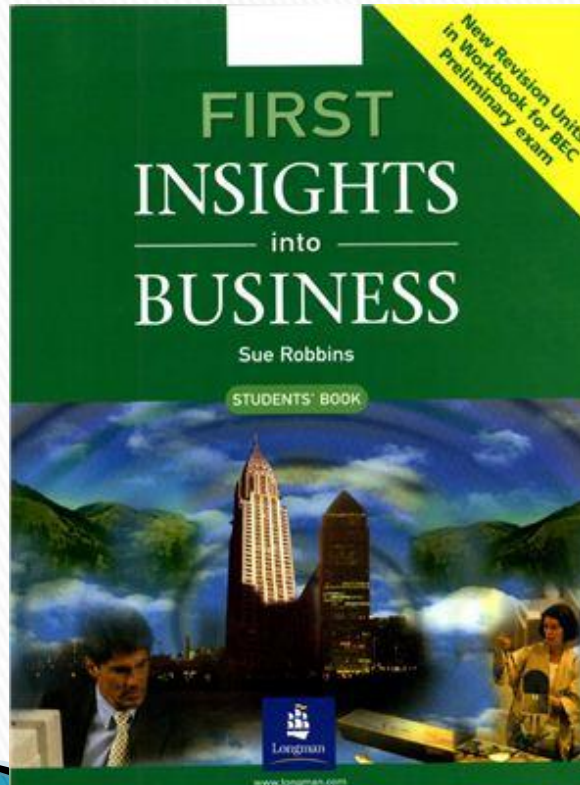
*ENGLISH COURSE*

**MATERIALS**

**STUDENT'S BOOK**

**WORKBOOK**

**ADDITIONAL  
MATERIALS**





**Unit 9**

**Business  
Environment**

page 94

Modal verbs of  
possibility

Present passive

**Pronunciation:**

Word linking

Stress patterns

**Writing:**

connectors of  
addition

**Reading:**

Marks & Spencer

**Listening:**

World competitive  
scoreboard

**Key Vocabulary:**

Business  
environment

Word partners

Describing trends:

Interpreting graphs  
(speaking)

**Final Task:**

Information exchange:  
describing trends in cinema  
attendance  
(speaking)



**Unit 10**

**Finance**

page 108

Figures and numbers

Transitive and intransitive verbs

**Pronunciation:**

Saying numerals, word recognition

**Writing:**

rephrasing and exemplifying

**Reading:**

investment accounts

**Listening:**

profit and loss

**Key Vocabulary:**

Finance

Word partners

Scale of probability  
(speaking)

**Final Task:**

Discussing companies' financial decisions  
(speaking)

**KOLOKVIJUM – UNITS 9 and 10**

**UKUPNO 50 POENA**



**Unit 11**

**Corporate  
Responsibility**

page 120

Conditional 1  
Gerunds and infinitives

**Pronunciation:**  
Short forms

**Writing:**  
*both...and, either...or,  
neither...nor*

**Reading:**  
late payment

**Listening:**  
the ethical consumer

**Key Vocabulary:**

Corporate  
Responsibility

Word groups

Negotiating  
(speaking and writing)

**Final Task:**  
Negotiation roleplay  
(speaking)

**Unit 12**

**Competition**

page 132

Present perfect:  
present result

Present perfect:  
unfinished time

**Pronunciation:**  
Strong and weak  
forms /həv/ /həz/ /fə/

**Writing:**  
Curriculum vitae

**Reading:**  
Pepsi and Coca-Cola

**Listening:** Global  
competition

**Key Vocabulary:**

Competition

Word groups

Interviews  
(speaking)

**Final Task:**  
Review of *First Insights into  
Business*  
(speaking)



**ZAVRŠNI ISPIT – UNITS 11 and 12**

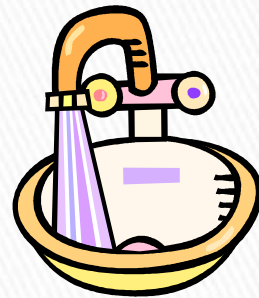
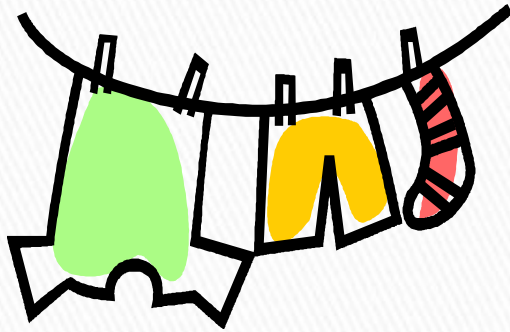
**UKUPNO 50 POENA**

- **SVA OBAVJEŠTENJA, MATERIJALI I REZULTATI ISPITA BIĆE PORED ZVANIČNOG SAJTA OBJAVLJENI I NA SAJTU:**

**[WWW.ENGLISKI.TK](http://WWW.ENGLISKI.TK)**



## POP PSYCHOLOGY QUIZZ



You are at home, when the **phone** rings, someone is knocking at the front **door**, the kitchen **sink tap** is open, your **baby** is crying and it starts raining and you have **clothes** hanging on the washing line! In which order would you take care of all these things?

**BABY → FAMILY**  
**DOOR – FRIENDS**  
**PHONE – WORK**  
**TAP – MONEY**  
**CLOTHES – LOVE LIFE**



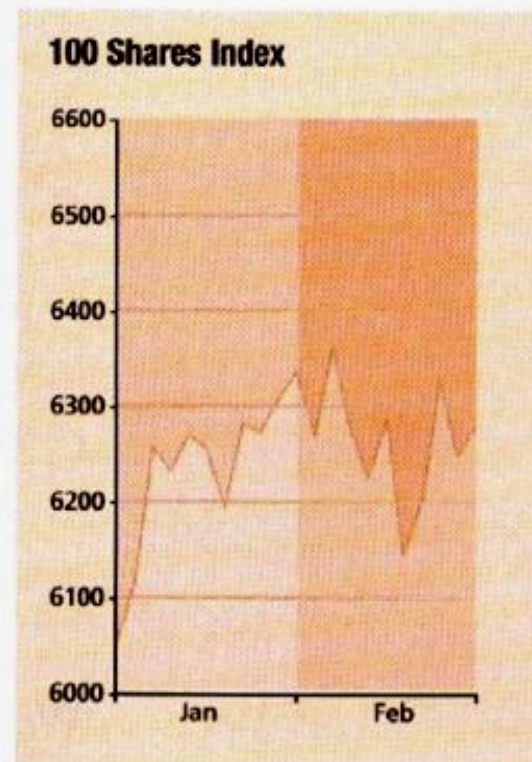


# 9

## *Business Environment*

### In this unit:

- **Language Focus**  
Modal verbs: talking about possibility  
Present passive  
Pronunciation: word linking, stress patterns
- **Skills**  
Writing: connectors to show addition of information  
Reading: Marks & Spencer  
Listening: world competitive scoreboard
- **Vocabulary**  
Word building
- **Business Communication**  
Describing trends, interpreting graphs




## *WARM UP*

**A FOREIGN COMPANY WISHES TO OPEN A NEW DAIRY PRODUCING YOGURTS, CHEESES ETC. IN YOUR COUNTRY FOR EXPORT TO EU COUNTRIES.**

- 1. WHERE SHOULD THE DAIRY BE LOCATED?**
- 2. WHY?**



## Key Vocabulary

 9.1 All businesses are affected by their immediate environment. Many factors influence them, for example, **availability of labour** (that is, how easy or difficult it is to find workers); **labour costs** (how much it costs to employ people) and **availability of raw materials**, such as oil and wood. The amount of money a company has to pay the government in **taxes** is another factor. Businesses are also affected by the **state of the economy**. In a period of **economic recession** many businesses suffer, their profits fall and they have to make **cuts**. In this climate there will be a rise in **unemployment**. These factors can affect sales and prices and change the **trend**, or direction, they move in.

## Lead-in

1 Look at the shopping baskets which show the prices of everyday goods in five countries.

Answer the questions.

- 1 In which country is the shopping basket of everyday goods most expensive?
- 2 In which country is it least expensive?
- 3 What is the price difference between the most and least expensive countries?
- 4 What items do you think the shopping basket contains?
- 5 Why do you think the prices are different?



*US*



*Japan*



*Switzerland*



*France*



*Canada*



## *SPEAKING ACTIVITY*

### **KEY:**

- 1 Japan                      2 US                      3 \$42
- 4 Everyday groceries
- 5 Differences in exchange rates, differences in local raw materials, labour costs, import and other taxes, – see text in Exercise 2.

## READING ACTIVITY

**2** Read the text below to check your answer to exercise 1 question 5.

Many everyday brands which are used by people in almost every country can have varying prices throughout the world.

Some of the variations in price are due to differences in exchange rates, some are due to the differences in local raw materials and production or shipping

costs and some are due to variation in taxes.

However, the wide variation in prices for some brands cannot be explained by these factors and it may be that multi-national companies are charging what they think the market will bear.



**I TRANSLATE THE FOLLOWING SENTENCES:**

Na sva preduzeća utiče i neposredno okruženje.

Dostupnost radne snage je jedan od glavnih razloga za uspjeh.

U našoj zemlji, kompanija mora da plaća visoke poreze.

Rast nezaposlenosti utiče na privredu i pad profita.

Potrošačka korpa u Najrobiju je najskuplja, a u Budimpešti najmanja.

Devizni kursevi utiču na cijene robe, kao i razlike u cijeni sirovina.



**I TRANSLATE THE FOLLOWING SENTENCES:**

- 1. ALL BUSINESSES ARE AFFECTED BY IMMEDIATE ENVIRONMENT.*
- 2. THE AVAILABILITY OF LABOUR IS ONE OF THE MAIN REASONS OF SUCCESS.*
- 3. A COMPANY HAS TO/MUST PAY HIGH TAXES IN OUR COUNTRY.*
- 4. RISE IN UNEMPLOYMENT AFFECTS THE ECONOMY AND THE FALL OF PROFIT.*
- 5. SHOPPING BASKET IN NAIROBI IS THE MOST EXPENSIVE, AND IN BUDAPEST IT IS THE LEAST EXPENSIVE/THE CHEAPEST.*
- 6. EXCHANGE RATES AFFECT THE PRICES OF GOODS AS WELL AS VARIATIONS IN PRICE OF RAW MATERIALS.*





*That's all Folks!*

**THAT'S ALL FOLKS.  
THANK YOU FOR COMING!  
SEE YOU NEXT WEEK.**

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