

Information sheet for the course English IV

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| University: <i>Alexander Dubček University of Trenčín</i> | |
| Faculty: <i>Faculty of Social and Economic Relations</i> | |
| Course unit code: <i>VSPV20</i> | Course unit title: <i>English IV</i> |
| Type of course unit: <i>compulsory optional</i> | |
| Planned types, learning activities and teaching methods: <i>2 lessons per week. in-class format, per semester 28</i> | |
| Number of credits: <i>2</i> | |
| Recommended semester: <i>4. semester in the 2nd year (full-time)</i> <i>4. semester in the 2nd year (part-time)</i> | |
| Degree of study: <i>I. (bachelor)</i> | |
| Course prerequisites: <i>none</i> | |
| Assesment methods: <i>Throughout the semester, students' active participation, preparation of required tasks (the presentation of an EU country in English) will be assessed. There will be two written tests – 30 points each. The assessment: A -- 55 points minimum, B -- 50 points min., C -- 45 points min., D -- 40 points min. E - 35 points min. Students who fail to collect the minimum of 15 points will not be awarded the credits. At the end of the semester, during the exam period: credit test. Final assessment: average result of all grades achieved.</i> | |
| Learning outcomes of the course unit: <i>The course will enable students to gain specialized language knowledge in the area of public administration, marketing, taxing, banking based on development of writing, reading, listening and communicating skills. Students will be able to communicate and present in the English language basic issues related to public administration, marketing, taxing, and banking. Students will understand the vocabulary and grammatical structures used in the area associated with public administration, marketing, banking and taxing within the European Union context. After successfully completing the learning process, students will be able to communicate in English and ready to proceed in the follow-up university study.</i> | |
| Course contents: <ol style="list-style-type: none"> 1. <i>Marketing.</i> 2. <i>Marketing of a selected region.</i> 3. <i>Management.</i> 4. <i>Regional development.</i> 5. <i>Public services. Marketing of the public services.</i> 6. <i>Local taxes. .</i> 7. <i>Banking. Types of banks.</i> 8. <i>Banking services. .</i> 9. <i>Public finances. .</i> 10. <i>Financing of self-governing regions, towns and municipalities.</i> 11. <i>Scrutiny in PA.</i> 12. <i>Ethics in PA. Comparison of PA organization.</i> 13. <i>Final test, evaluation, analysis of the most frequently occurring errors.</i> | |
| Recommended of required reading: <i>Alexander, G. L.: Longman English Grammar Practice: Self-study Edition with Key. Longman, London 1995</i> <i>Armstrong, M.: A Handbook of Human Resource Management Practice. Kogan Page 2006</i> <i>Ashok, J.: Principles of Marketing. FK Publications 2010</i> <i>Begg, D. – Fischer, S. – Dornbusch, R.: Economics. Fifth ed. McGraw-Hill Companies 1997</i> <i>Block, S. – Fishman, S.: Easy Ways to Lower your Taxes. Delta Printing Solutions 2008</i> | |

Collin, P.H. – Ivanovic, A.: *Check Your English Vocabulary for Human Resources*. Bloomsbury Publishing Plc., London 2005
 Cotton, D.: *Keys to Management*. Longman 1996
 Heller, R. – Hindle T.: *Communicate Clearly*. DK Essential Managers. Dorling Kindersley 1999
 Hindle, T.: *Negotiating skills*. DK Essential Managers. Dorling Kindersley 1998
 Krugman, P. – Wells, R.: *Economics*. Third ed. 2013. Worth Publishers, 2013
 Longman Dictionary of Contemporary English. Pearson Education Limited, London 2003
 McCarthy, M. – O'Dell, F.: *English Vocabulary in Use – Upper-intermediate*. CUP, Cambridge 1996
 Mackenzie, I.: *English for Business Studies*. CUP, Cambridge 1997
 Mascull, B.: *Business Vocabulary in Use*, Cambridge University Press, Cambridge 2002
 Sweeney, S.: *English for Business Communication*. Cambridge University Press 1997
 Tullis, G. – Trappe, T.: *New Insights into Business*. Longman 2000
 Wyatt, R.: *Check your English Vocabulary for Business and Administration*. Bloomsbury Publishing 2007
 Current sources, Internet, specialized dictionaries
 Public Administration, the magazine
 THE SLOVAK SPECTATOR, <http://www.spectator.sk/>.

Language: English

Remarks:

Evaluation history: 68

| A | B | C | D | E | FX |
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| 4.41 | 27.94 | 26.47 | 30.88 | 5.88 | 4.41 |

Lectures: PhDr. Miroslav Fašanok, PhD., PhDr. Zuzana Fischerová, PhD., Mgr. Monika Gullerová, PhD.

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