

ŠTA NUDI MEĐUNARODNA POSLOVNA ŠKOLA U BORN MUTU?

Iskustvo i preporuka polaznika iz Udruženja banaka Srbije

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Međunarodna poslovna škola u Bornmutu (Bournemouth Business School International - BBSI) je specijalizovana škola engleskog jezika i poslovni koledž, čiji kvalitet potvrđuju standard kvaliteta ISO 9001, akreditacija Britanskog saveta, članstvo u English UK, Business English UK i Međunarodnom udruženju jezičkih centara (International Association of Language Centres - IALC), kao i mnoge druge vrhunske akreditacije za specijalizovane kurseve. Pored toga, BBSI je registrovani centar za polaganje Cambridge ESOL ispita, kao i akreditovani trening centar Ovlašćenog instituta za menadžment (Chartered Management Institute) i Ovlašćenog instituta za kupovinu i nabavku (Chartered Institute of Purchasing and Supply).

BBSI međunarodnim studentima nudi širok izbor kurseva opšteg engleskog, ali, pre svega, specijalizovanog engleskog za različite oblasti poslovanja, kao i pripremne kurseve za osnovne ili master studije. Škola zauzima dve viktorijanske zgrade u centru Bornmuta, sa 25 dobro opremljenih učionica i ukupnim kapacitetom od 250 polaznika, kojima su na raspolaganju dva kompletno opremljena

multimedijalna centra sa 30 kompjutera, besplatni pristup bežičnom internetu, bogata biblioteka, bašta, kao i zajednička prostorija za odmor i druženje sa osveženjima i satelitskom televizijom.

Kao što je već pomenuto, škola polaznicima pruža veliki izbor kurseva, ali ono što je izdvaja iz mora drugih jesu specijalistički kursevi, organizovani iz sledećih oblasti: Komunikacija i poslovne veštine, Engleski u međunarodnom poslovanju, Menadžment i poslovne veštine, Marketing i poslovne veštine, Finansije i poslovne veštine, Turizam i poslovne veštine.

Svaki od ovih kurseva namenjen je polaznicima koji imaju ograničeno vreme da efikasno savladaju poslovne jezičke komponente i pogodan je za polaznike kojima je neophodno znanje engleskog jezika iz konkretnih poslovnih oblasti, polaznicima koji studiraju ili imaju radno iskustvo. Kursevi se realizuju u periodu od jula do septembra. Minimum pohađanja kursa je 2 do 4 nedelje (kursevi startuju početkom nedelje ili meseca) u grupama koje broje najviše 15 polaznika.

Kao neko kome je ukazana prilika da sve ovo lično vidi i doživi, i provede šest nedelja u bajkovitom okruženju Bornmuta, na stručnom

WHAT DOES BOURNEMOUTH BUSINESS SCHOOL INTERNATIONAL HAVE TO OFFER?

*Experience and Recommendation of a Student from the
Association of Serbian Banks*

Author: Zlata Lukić

Bournemouth Business School International - BBSI is a specialized English language school and a business college, whose quality is certified by the National Quality Assurance ISO 9001 standard, official recognition of the British Council, membership in English UK, Business English UK and International Association of Language Centers - IALC, along with many other highest-quality accreditations for its specialized courses. Moreover, BBSI is a Registered Centre for the University of Cambridge ESOL Examinations Board, and is an Approved Training Centre for both the Chartered Management Institute and the Chartered Institute of Purchasing and Supply.

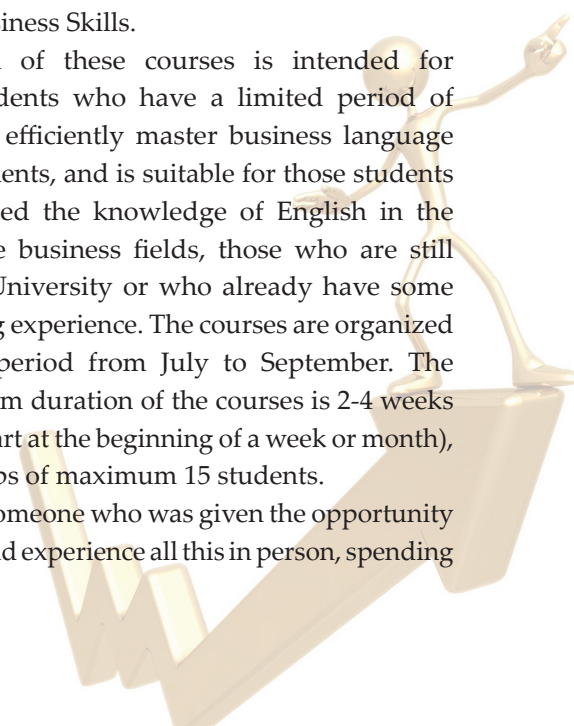
BBSI offers international students a wide range of General English courses, but also of highly specialized English courses for different fields of business, as well as the University Foundation or Pre-Master courses. The school occupies two Victorian buildings located in the centre of Bournemouth, with 25 well-equipped classrooms and the capacity of 250 students. Facilities include two fully-networked IT Multi-Media Centers with 30 PCs, free Wi-Fi high-speed Broadband access to the Internet,

a well-stocked library, a garden, and a student common room for relaxation with refreshment facilities and satellite television.

As already mentioned, BBSI offers international students a diverse range of courses, but what distinguishes this particular school from the countless others are the specialist courses, organized in the following subjects: Communication and Business Skills, International Business English, Management and Business Skills, Marketing and Business Skills, Finance and Business Skills, Tourism and Business Skills.

Each of these courses is intended for the students who have a limited period of time to efficiently master business language components, and is suitable for those students who need the knowledge of English in the concrete business fields, those who are still at the University or who already have some working experience. The courses are organized in the period from July to September. The minimum duration of the courses is 2-4 weeks (they start at the beginning of a week or month), in groups of maximum 15 students.

As someone who was given the opportunity to see and experience all this in person, spending



Bornmut

Bornmut, jedna od najpopularnijih britanskih turističkih destinacija, živahan je univerzitetski grad udaljen manje od dva sata vožnje od Londona. Smešten na južnoj obali Engleske, nasledio je od prirode umerenu klimu koja gradu daje najtoplija i najsunčanija leta u Britaniji. Pomenuta prednost razvila je Bornmut u regionalni centar turizma, ali i obrazovanja, poslovanja i kulture. Grad u okviru svog Međunarodnog centra (Bournemouth International Centre - BIC) organizuje velike konferencije, izložbe, koncerte i pozorišne predstave. Čar gradu daju i dvanaest kilometara dugačka peščana plaža (nagrađena prestižnom "plavom zastavicom"), poznati prelepi gradski parkovi i bašte, i mnoge mogućnosti za odmor i zabavu. Tu je veliki broj prodavnica i butika, veliki izbor pozorišta, bioskopa, koncertnih dvorana i klubova. Mnogi restorani, pabovi i kafići nude zaista raznovrsnu internacionalnu kuhinju. Izbor zanimljivosti u okolini grada podjednako je širok. Blizu je *Pul Harbur* (druga najveća prirodna luka na svetu), kao i obala Dorseta, koja spada u svetsku prirodnu baštinu, a tu je i ostrvo Vajt, Salizburi, Stounhendž, itd.

Bournemouth

Bournemouth, one of the most popular tourist destinations in Britain, is a vibrant university town less than a two-hour drive away from London. Located at the Southern coast of England, with its moderate climate, Bournemouth has the warmest and sunniest summers in Britain. The mentioned advantage helped Bournemouth become the regional centre of tourism, but also of education, business and culture. Within Bournemouth International Centre - BIC the town organizes large conferences, exhibitions, concerts and theatre performances. The town is also famous for its 12 kilometers of sandy beaches (awarded the prestigious "blue flag"), beautiful town parks and gardens, and many possibilities for relaxation and entertainment. There are numerous shops and boutiques, a wide range of theatres, cinemas, concert halls, and night clubs. Many restaurants, pubs and cafés offer a truly varied international cuisine. The range of interesting sites in the town's surrounding area is equally wide. Pool Harbour (the second-largest natural harbour in the world) is nearby, as well as the Dorset coastal area, a designated World Heritage Site, then the Isle of Wight, Salisbury, Stonehenge, etc.



six weeks in the picturesque environment of Bournemouth, specializing in this really excellent school, I would like to share my, still vivid, impressions with you.

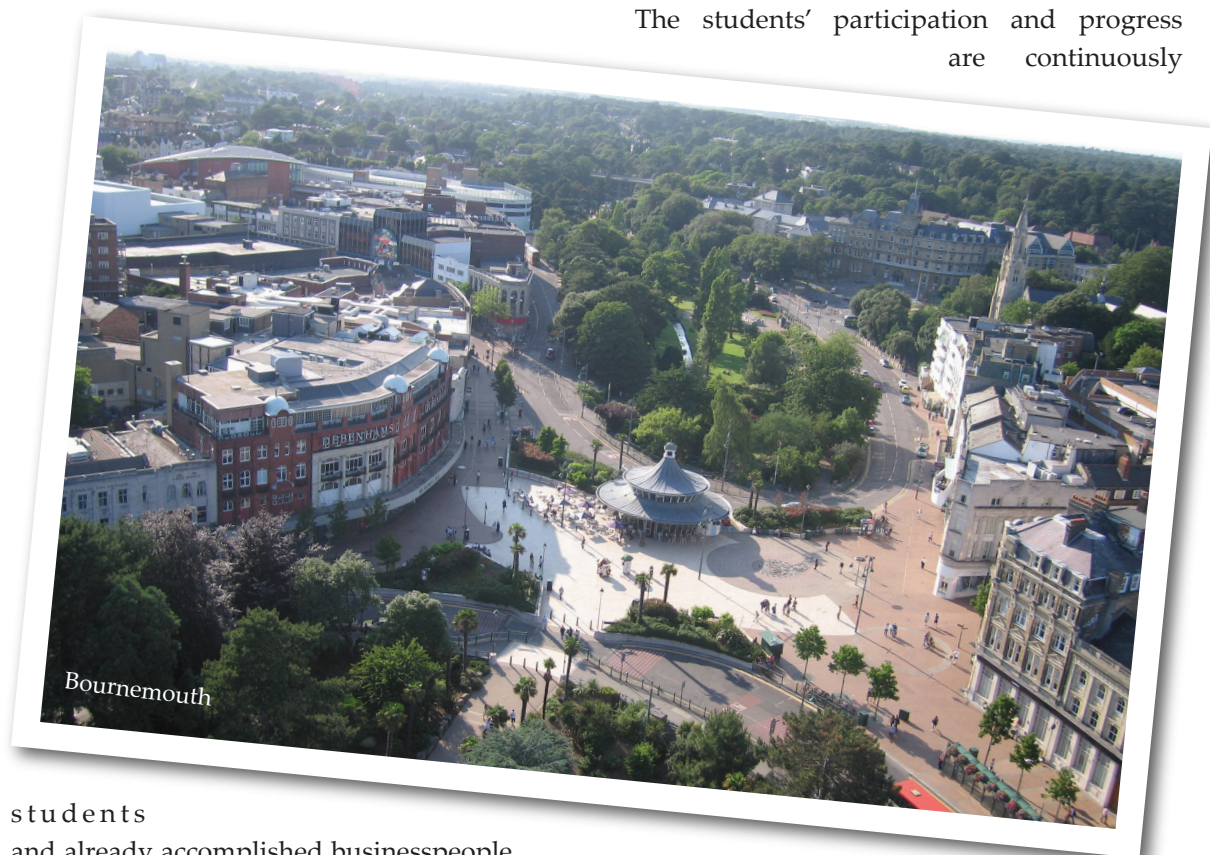
Namely, given the position of a translator and interpreter I occupy at the Association of Serbian Banks, I was offered a chance to expand my knowledge and acquire invaluable experience. Thanks to the Association of Banks I attended two courses: *International Business English* for 2 weeks, and *Finance and Business Skills* for 4 weeks. The combination of these two courses perfectly satisfied my objective to expand my vocabulary in banking and finance, but also to acquire some basic technical knowledge in the field, bearing in mind that mere mechanical translation or interpretation of something that you know nothing about is equally difficult and meaningless.

International Business English

This course is targeted at all those who wish to expand their knowledge of English in the field of international business, both

fair trade, marketing strategies, E-banking, etc. Negotiation, successful presentation and meetings-related skills are developed, along with the ability to express yourself in writing (the so-called academic writing). Special attention is dedicated to intercultural differences and how they can influence closing of successful business deals. Thus, for instance, one should always bear in mind the tendency of the British not to call things by their proper names, that is to use euphemisms instead of negative statements lest they offend someone, which, of course, in turn often leads to misunderstandings.

A certain number of lessons within this course is also dedicated to language skills development, grammar sections revision and vocabulary exercises. In particular, several very interesting lessons were based on watching, and then discussing the episodes of the popular TV show *Dragons' Den*, in which young entrepreneurs try to present their products and business ideas in the best possible light in order to obtain necessary investment from the successful, experienced businesspeople. The students' participation and progress are continuously



students and already accomplished businesspeople. The lessons are devoted to discussions on various business topics, such as mergers and acquisitions, corporate governance,

monitored, and assessed through various types of tests, homework, projects and oral presentations.

usavršavanju u ovoj zaista odličnoj školi, želela bih da sa vama podelim svoje, još uvek sveže, utiske.

Naime, s obzirom na mesto prevodioca u Udruženju banaka Srbije, ukazana mi je šansa da upotpunim svoje znanje i steknem dragoceno iskustvo. Zahvaljujući Udruženju banaka pohađala sam dva kursa: Engleski u međunarodnom poslovanju u trajanju od dve nedelje i *Finansije i poslovne veštine* u trajanju od četiri nedelje. Kombinacija ova dva kursa u potpunosti je zadovoljila moju nameru da proširim svoj rečnik u oblasti finansija i bankarstva, ali i da steknem osnovna znanja iz same oblasti, imajući u vidu da je puko mehaničko prevođenje nečega što je za vas nepoznanica podjednako teško i besmisleno.

Engleski u međunarodnom poslovanju

Ovaj kurs namenjen je svima koji žele da prošire svoje znanje engleskog jezika u oblasti međunarodnog poslovanja, kako studentima, tako i već ostvarenim poslovnim ljudima. Časovi su posvećeni diskutovanju o raznim temama iz oblasti biznisa, kao što su spajanje



preduzeća (merdžeri i akvizicije), korporativno upravljanje, fer trgovina, marketinške strategije, elektronsko bankarstvo i slično. Radi se na razvijanju pregovaračkih veština, veština uspešne prezentacije i vođenja sastanaka, sposobnosti izražavanja u pismenom vidu (tzv. akademsko pisanje), a posebna pažnja se posvećuje interkulturalnim razlikama i tome kako one mogu uticati na uspešno sklapanje posla. Tako, na primer, uvek treba imati u vidu

sklonost Engleza da stvari ne nazivaju pravim imenom, odnosno da ublažavaju negativne iskaze u želji da nekoga ne uvrede, što, naravno, često može dovesti do nesporazuma.

Određen broj časova u okviru ovog kursa, isto tako, namenjen je razvijanju jezičkih veština, obnavljanju gramatičkih celina i vežbama vokabulara. Konkretno, nekoliko veoma zanimljivih časova bilo je zasnovano na gledanju, a potom diskutovanju epizoda popularne TV emisije "Zmajeva jazbina" u kojoj mladi preduzetnici pokušavaju da u najboljem svetlu predstave svoje proizvode i poslovne ideje, kako bi od uspešnih i iskusnih biznismena pribavili potrebnu investiciju. Angažovanje i napredak polaznika prate se neprekidno, a proveravaju kroz razne vidove testiranja, domaćih zadataka, projekata i usmenih prezentacija.

Finansije i poslovne veštine

Drugi kurs koji sam pohađala - *Finansije i poslovne veštine* obuhvata i pripremu za opciono polaganje dva Cambridge ESOL ispita: Međunarodni sertifikat engleskog jezika za finansije i Viši sertifikat poslovnog engleskog jezika. Ovaj kurs je, svakako, ozbiljniji i zahtevniji, kada je u pitanju tehničko znanje iz oblasti finansija i bankarstva, ali i što se samog jezika tiče. U letnjem semestru, naglasak je bio na investiranju, finansijskom planiranju, procenjivanju vrednosti akcija određenih kompanija, tumačenju finansijskih izveštaja, i slično. Gradivo je, sem iz klasičnog udžbenika, bilo prezentovano i uz pomoć dodatnih materijala, a, zahvaljujući fenomenalnom profesoru, g-dinu Majklu Hečeru, čije bogato iskustvo seže u razne oblasti finansiranja, imali smo priliku da upijamo neprocenjivo znanje i korisne savete. Iako nas je u grupi bilo desetak, a svi smo dolazili iz raznovrsnih kulturnih i poslovnih sredina, sa neujednačenim stepenom predznanja, g-din Hečer je uspevao da časove prilagodi potrebama svakoga od nas. Činjenica da smo svi sa raznih strana sveta, međutim, bila je od koristi prilikom komparativnih analiza finansijskih situacija u različitim zemljama,

Finance and Business Skills

The second course I attended - *Finance and Business Skills* also includes the preparation for two optional Cambridge ESOL exams: International Certificate in Financial English (ICFE) and Business English Certificate Higher (BEC Higher). This course is, by all means, more serious and demanding, when it comes to technical knowledge in banking and finance, and language itself. In the summer term the focus was on investment, financial planning, evaluation of certain companies' shares, interpreting financial reports, etc. The subject matter was covered from a classic textbook, with the help of additional materials. Thanks to our brilliant professor, Mr Michael Hatcher, whose extensive experience relates to diverse finance fields, we had an opportunity to acquire valuable knowledge and receive functional pieces of advice. Despite the fact that there were a dozen of us in the class, all of us coming from diverse cultural and business backgrounds, with different



levels of prerequisite knowledge, Mr Hatcher managed to adjust the lessons to the needs and requirements of each of us. The fact that we had come from all over the world, however, was extremely useful when we conducted comparative analyses of financial situations in different countries, which made the lessons even more interesting. Thus, for instance, you could, at a single spot, receive first-hand information about the real estate prices in Vietnam, the stock exchange in Brazil, the effects of the current crisis on the economy of Finland, the basics of the tax system in Turkey, and so on.

As far as the organization of lessons is concerned, what certainly strikes you as significantly different from the system applied in Serbia is the emphasis on practical

Engleski van učionice

Polaznici kursa imaju priliku da engleski uče i u slobodno vreme, bilo da se nađu sa prijateljima na kafi, u školi, ili se pridruže nekoj od brojnih ekskurzija, sportskim i vannastavnim aktivnostima koje organizuje škola. Škola nudi različite poludnevne i celodnevne ekskurzije u London ili Bat, posete muzejima, odlaske u pozorište. Tokom nedelje se organizuju žurke dobrodošlice, karaoke, društvene igre, odlazak u tradicionalne pabove, na izlete, zabave i roštilj na plaži ili u školi i slično.

English outside the classroom

The students have an opportunity to learn English in their free time, too, whether if they go for a cup of coffee with a friend, or join some of the numerous excursions, sporting events or other social activities organized by the school. BBSI offers various half-day or day trips to London and Bath, museum visits, theatre trips, etc. During the week the school organizes welcome parties, karaoke nights, social games, traditional pub nights, day trips, garden and beach parties and barbecues, and so on.

što je časove činilo još zanimljivijim. Tako ste, recimo, na jednom mestu i iz prve ruke, mogli da saznate kako se kreću cene nekretnina u Vijetnamu, kakvo je stanje na berzi u Brazilu, u kojoj meri je tekuća kriza pogodila ekonomiju Finske, koje su osnove poreskog sistema u Turskoj i slično.

Kada se radi o samoj organizaciji časova, ono što je, svakako, izrazito drugačije od sistema primenjenog u Srbiji jeste naglasak na praktičnoj nastavi. Umesto pukog teoretisanja, na časovima se rade projekti zasnovani na realnim situacijama, a polaznici se podstiču na rešavanje praktičnih pitanja uz korišćenje stečenog znanja i veština. Primera radi, u okviru kursa Finansije i poslovne veštine, dobili smo zadatak da, u funkciji finansijskog savetnika, osmislimo i prezentujemo kompletan izveštaj o finansijskoj poziciji izvesnog bračnog para, g-dina i g-đe Grin, uz prateće savete za buduće investiranje i alokaciju kapitala. Bilo je, pre svega, zabavno, jer smo morali da se uživimo u ulogu, tako da nismo ni primetili da je projekat trajao dve nedelje i da smo usput, na praktičan način, primenili svo svoje znanje iz oblasti finansija i investiranja. Na sličan način smo, drugom prilikom, morali da osmislimo biznis plan za pokretanje sopstvenog biznisa uz odgovarajuće finansijske projekcije za prve tri godine poslovanja, uključujući bilans stanja i bilans uspeha. Bile su to odlične ilustracije savršene ravnoteže između zabave i učenja, kada nema pritiska, a opet postoji dovoljna motivacija za rad i napredak.

Polaznici iz svih krajeva sveta

Atmosfera na časovima, a i u pauzama između njih, uvek je bila opuštena i prijateljska,

a ljudi iz svih krajeva sveta zanimljivi, otvoreni i prijatni. Bilo je tu dosta Rusa, Turaka, Španaca, Italijana i Arapa, ali i par ljudi iz nešto "egzotičnijih" zemalja, poput Venecuele, Brazila, Finske, Sirije, Sudana i Vijetnama. Iz Srbije, nažalost, sem mene nije bilo drugih polaznika. Od najbližih suseda izdvajam tri divne devojke, Crnogorku, Albanku i Mađaricu, koje su na mene ostavile odličan utisak. Uglavnom, još jednom moram da naglasim, upoznavanje ljudi iz najrazličitijih zemalja i kultura predstavlja jednu od najvećih draži ovakvog tipa školovanja, ruši sve predrasude, širi vidike, a najlepše od svega jeste to što neka od tada sklopljenih prijateljstava traju za ceo život.

Sve u svemu, iskustvo je bilo zaista neverovatno i danas korisno, tako da iskreno mogu da preporučim svima koji su u prilici da razmisle o ovakvom načinu dodatnog usavršavanja. Nema dileme da je zaposlenima u banci, biznismenima, stručnjacima u oblasti ekonomije, bankarstva i finansija za svakodnevno poslovno funkcionisanje neophodno znanje engleskog jezika. Engleski je davno preuzeo ulogu ne samo jezika međunarodne komunikacije, već i ulogu jezika bankarstva i finansija. Sve je više dragocene literature iz ove oblasti upravo na engleskom jeziku, mnogi termini se i kod nas preuzimaju u izvornom obliku baš iz engleskog jezika, a u onom najosnovnijem smislu, znanje engleskog jezika je nezamenljivo ako želite da razvijate međunarodnu saradnju u okviru svoje matične kuće, ili da, eventualno, gradite karijeru u inostranstvu. Možda zvuči pretenciozno, ali u svetu bankarstva i finansija, više nego u bilo kojoj drugoj oblasti, znanje engleskog jezika zaista otvara mnoga vrata.



education and teaching. Instead of being based on mere theory, the lessons focus on real-life projects, and the students are encouraged to solve practical issues using the knowledge and skills they have acquired. For instance, within the Finance and Business Skills course, we were given the assignment to prepare and present a complete report on the financial position of a certain couple, Mr and Mrs Green, in the capacity of their financial advisors, along with the accompanying advice for their future investments and capital allocation. It was fun, above all, because we had to get into the role, so that we did not even notice that the project lasted for two weeks, and that, along the way, we applied all our knowledge in finance and investment in practice. Similarly, on another occasion, we had to prepare a business plan for a start-up business of our own, accompanied by the appropriate financial forecasts for the first three years of business, including the balance sheet and profit and loss account. These were two excellent illustrations of perfect balance between learning and having fun, when there is no pressure, and still there is motivation enough to study and make progress.

Students from all over the world

The atmosphere during the classes, and in between, was always relaxed and friendly, and the people from all over the world interesting, outgoing and pleasant. There were a lot of Russians, Turks, Spaniards, Italians and Arabs, but also a few people from a bit more 'exotic' countries, such as Venezuela, Brazil, Finland,

Syria, Sudan, and Vietnam. Unfortunately, there were no other students from Serbia apart from myself. As far as our closest neighbours are concerned, I would single out three amazing girls, a Montenegrin, an Albanian, and a Hungarian, who made an exceptional impression on me. I cannot but underline once again that meeting people from diverse countries and cultures is one of the most outstanding aspects of this type of education, fighting prejudice, broadening views, the most important thing being that some of the then made friendships last for a life time.

All in all, the whole experience was really incredible and primarily useful, so that I can now honestly suggest to all those who can afford it, to consider this type of extra education. There is no doubt that the bank employees, businesspeople, experts in economics, banking and finance require the knowledge of English for their everyday business functioning. The English language has long time ago taken the role of not only the language of international communication, but also of the language of banking and finance. There are more and more invaluable reference books in this field written in English, many terms are borrowed in their original form from English and, in the basic sense, the knowledge of English is indispensable if you wish to develop international cooperation within your company, or, possibly, pursue a career abroad. It may sound pretentious, but in the world of banking and finance, more than in any other field, knowledge of English does open many doors.

