

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of Modern Languages and Business Communication
1.4. Field of study	Applied modern languages
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Applied Modern Languages
1.8. Language of study	Romanian, English, French
1.9. Academic year	2024-2025

## 2. Information on the discipline

2.1. Name	<b>Practical Course of English 1</b>								
2.2. Code	<b>24.0223IF1.1-0003</b>								
2.3. Year of study	<b>1</b>	2.4. Semester	<b>1</b>	2.5. Type of assessment	<b>Test</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>2</b>
2.8. Leaders	S(S)	<b>conf.univ.dr. HURDUZEU Raluca Elena</b>					raluca.hurduzeu@rei.ase.ro		
	S(S)	<b>conf.univ.dr. GROSU-RĂDULESCU Lucia-Mihaela</b>					lucia.grosu@rei.ase.ro		

## 3. Estimated Total Time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	2.00	of which	
		S(S)	2.00
3.3. Total hours from curriculum	28.00	of which	
		S(S)	28.00
3.4. Total hours of study per semester (ECTS*25)	50.00		
3.5. Total hours of individual study	22.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	10.00		
Additional documentation in the library, on specialized online platforms and in the field	2.00		
Preparation of seminars, labs, assignments, portfolios and essays	2.00		
Tutorials	4.00		
Examinations	2.00		
Other activities	2.00		

## 4. Prerequisites

4.1. of curriculum	Knowledge and skills of academic study and communication
4.2. of competences	Oral and written communication skills in English

## 5. Conditions

for the S(S)	<p>The seminars are held in rooms with internet access.</p> <p>The student has the obligation to be present at each seminar/laboratory.</p> <p>The activities established for the seminar are mandatory.</p> <p>Plagiarism of projects leads to the cancellation of their score.</p> <p>Students are not admitted to the seminar room after it has started</p>
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## 6. Acquired specific competences

PREFESSIONAL	C1	Effective communication in at least two modern languages (language B and language C), in a wide variety of professional and cultural contexts, by resorting to specific oral and written registers and linguistic variants;
PREFESSIONAL	C6	Communication in multilingual professional contexts requiring linguistic and cultural integration, negotiation and mediation;

## 7. Objectives of the discipline

7.1. General objective	Acquiring knowledge about the language specific to the economic field and developing communication skills, in order to develop skills in an academic and professional context.
7.2. Specific objectives	<p>Students develop their ability to understand complex economic texts, discover new concepts and consolidate their previously acquired lexical and grammatical knowledge.</p> <p>By accumulating new specialized knowledge, students develop their oral communication skills for participating in group discussions (business meetings, presentations in the field of international business).</p> <p>Students write and translate texts for academic and professional purposes (eg: entrepreneurship, types of companies, motivation, etc.).</p> <p>Students critically analyze economic texts and acquire argumentation and debating skills.</p> <p>Students develop interdisciplinary research skills.</p> <p>Students integrate independent learning with effective cooperation in work groups.</p>

## 8. Contents

8.1. S(S)		Teaching/Work methods	Recommendations for students
1	<p>Presentation of the Syllabus and evaluation methods.</p> <p>Topic 1: The business world.</p> <p>Specialized terminology: types of companies, types of markets, creativity and innovation.</p> <p>Grammar: Simple and compound nouns (countable nouns, uncountable nouns, singular and plural).</p> <p>Skills: reading an economic text and translating it into Romanian; listening to an interview with a business innovation specialist (listening comprehension). (2 weeks)</p>	<p>Developing skills for understanding and adequately interpreting an economic text.</p> <p>Vocabulary exercises.</p>	<p>Students will have to research the types of companies and prepare presentations in teams of the texts they have selected.</p>
2	<p>Topic 1: The business world. (2)</p> <p>Specialized terminology: types of companies, types of markets, creativity and innovation.</p> <p>Grammar: Simple and compound nouns (countable nouns, uncountable nouns, singular and plural).</p> <p>Skills: reading an economic text and translating it into Romanian; listening to an interview with a business innovation specialist (listening comprehension).</p>	<p>Developing skills for understanding and adequately interpreting an economic text.</p> <p>Vocabulary exercises.</p>	<p>Students will have to research the types of companies and prepare presentations in teams of the texts they have selected.</p>
3	<p>Topic 2: Business strategies (1)</p> <p>Specialized terminology: strategic alliances (economic and political), acquisitions and mergers.</p> <p>Grammar: Article (a/an, the, no article, special uses of the, special uses of 'no' article, general and specific meanings)</p> <p>Skills: Listening to a debate on business development strategies. (listening comprehension). Reading some texts about acquisitions and mergers and argued pro/con discussions in teams.</p>	<p>Developing reading and comprehension skills of texts on the phenomenon of business development and development.</p> <p>Vocabulary exercises.</p>	<p>Students realize that they have to adapt their reading strategy to the text.</p>

4	<p>Topic 2: Business strategies (2)</p> <p>Specialized terminology: strategic alliances (economic and political), acquisitions and mergers.</p> <p>Grammar: Article (a/an, the, no article, special uses of the, special uses of 'no' article, general and specific meanings)</p> <p>Skills: Listening to a debate on business development strategies. (listening comprehension). Reading some texts about acquisitions and mergers and argued pro/con discussions in teams.</p>	<p>Developing reading and comprehension skills of texts on the phenomenon of business development and development.</p> <p>Vocabulary exercises.</p>	<p>Students realize that they have to adapt their reading strategy to the text.</p>
5	<p>Topic 3: International business – Cultural aspects (1)</p> <p>Specialized terminology: types of cultures, cultural diversity and avoiding cultural stereotypes (euphemisms).</p> <p>Grammar: Modals (ability, willingness, obligation, no necessity, permission, prohibition, opinions and advice)</p> <p>Skills: Personal and company presentation, conversations on various topics, reading and translating texts about cultural diversity in international business.</p>	<p>Discussions in pairs and with the whole group.</p> <p>Discovering the level of cultural sensitivity of students. Development of cultural knowledge and awareness of the importance of cultural elements in business communication.</p>	<p>Students are advised to look for examples of good business practices from the perspective of harmonizing cultural differences in large corporations.</p>
6	<p>Topic 3: International business – Cultural aspects (2)</p> <p>Specialized terminology: types of cultures, cultural diversity and avoiding cultural stereotypes (euphemisms).</p> <p>Grammar: Modals (ability, willingness, obligation, no necessity, permission, prohibition, opinions and advice)</p> <p>Skills: Personal and company presentation, conversations on various topics, reading and translating texts about cultural diversity in international business.</p>	<p>Discussions in pairs and with the whole group.</p> <p>Discovering the level of cultural sensitivity of students. Development of cultural knowledge and awareness of the importance of cultural elements in business communication.</p>	<p>Students are advised to look for examples of good business practices from the perspective of harmonizing cultural differences in large corporations.</p>
7	<p>Topic 4: Entrepreneurship (1)</p> <p>Specialized terminology: Start-up, opportunities, resources</p> <p>Grammar: Reported speech (tense changes, no tense changes, people, places, times and things).</p> <p>Skills: Reading and commenting (in teams) on some texts about start-up companies and. The factors that influence their success. Role-playing games on the theme of the seminar (using the vocabulary covered).</p>	<p>Students' ability to use specialized vocabulary and complex grammatical constructions both in writing and speaking is developed. Oral presentation techniques and the development of teamwork skills.</p>	<p>Students must be aware that innovation and private initiative are the engine of the economy.</p>
8	<p>Topic 4: Entrepreneurship (2)</p> <p>Specialized terminology: Start-up, opportunities, resources</p> <p>Grammar: Reported speech (tense changes, no tense changes, people, places, times and things).</p> <p>Skills: Reading and commenting (in teams) on some texts about start-up companies and. The factors that influence their success. Role-playing games on the theme of the seminar (using the vocabulary covered).</p>	<p>Students' ability to use specialized vocabulary and complex grammatical constructions both in writing and speaking is developed. Oral presentation techniques and the development of teamwork skills.</p>	<p>Students must be aware that innovation and private initiative are the engine of the economy.</p>
9	<p>Theme 5: Work and motivation (1)</p> <p>Specialized terminology: types of motivation, professional development, employment, bonuses and benefits</p> <p>Grammar: Gerunds and infinitives (verbs followed by gerund or infinitive).</p> <p>Skills: Watching a video on employee motivation and preparing a short presentation on the topics discussed (in teams). (2 weeks)</p>	<p>Discussions and presentations in pairs and with the whole group.</p> <p>Development of knowledge regarding motivation and activities carried out within companies related to professional development. Oral presentation techniques and the development of teamwork skills</p>	<p>Students can intervene with questions or comments related to the topic of the seminar.</p>

10	<p>Theme 5: Work and motivation (2)</p> <p>Specialized terminology: types of motivation, professional development, employment, bonuses and benefits</p> <p>Grammar: Gerunds and infinitives (verbs followed by gerund or infinitive).</p> <p>Skills: Watching a video on employee motivation and preparing a short presentation on the topics discussed (in teams).</p>	<p>Discussions and presentations in pairs and with the whole group.</p> <p>Development of knowledge regarding motivation and activities carried out within companies related to professional development.</p> <p>Oral presentation techniques and the development of teamwork skills</p>	<p>Students can intervene with questions or comments related to the topic of the seminar.</p>
11	<p>Topic 6: The banking world (1)</p> <p>Specialized terminology: international development and innovation, crowdfunding</p> <p>Grammar: Passives (forms, transitive and intransitive verbs, verbs with two objects).</p> <p>Skills: Listening to interviews with personalities from the banking field. Simulating a presentation of an original idea (pitching an original idea) to obtain financing for the development of a business.</p>	<p>Simulation of presentations in a professional context. Oral presentation techniques and the development of teamwork skills.</p> <p>Simulating presentations in a professional context.</p> <p>Oral presentation techniques and the development of teamwork skills.</p>	<p>Students can intervene with questions or comments related to the topic of the seminar.</p>
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13	<p>Assessment and self-assessment.</p> <p>Recapitulation of key concepts/ Oral presentations of individual or team projects/</p> <p>Final discussions to contextualize the aspects covered in the seminar.</p>	<p>Oral expression, critical thinking and systematization/organization of information.</p>	
14	Evaluation - written test		

### ***Bibliography***

- Emmerson, P., Business Grammar Builder, Macmillan, 2010, Marea Britanie
- Mackenzie, I., Professional English in Use. Finance, Cambridge University Press, 2008, Marea Britanie
- Mascull, B., Business Vocabulary in Use, Cambridge University Press, 2002, Marea Britanie
- Sweeney, S., Test Your Professional English. Management, 2002, Pearson Education Limited, Marea Britanie
- Cotton, D., Falvey, D., Kent, S. Market Leader Upper Intermediate. Longman, 2006, Marea Britanie
- Cotton, D., Falvey, D., Kent, S. Market Leader Intermediate – 3rd Edition. Pearson-Longman, 2014, Marea Britanie

## **9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme**

The content of the curriculum/ syllabus is based on the requirements of the labour market regarding the training of specialists in the field of Applied Modern Languages.  
 Permanent contact with representatives of professional associations in the field (British Council, Prosper ASE, QUEST).

**10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Active participation at the seminar (individual and team work/ homework portfolio)	Activity on campus and/or on the online platforms used during the activity (in accordance with the decisions of the ASE Senate). Formative and summative assessment through self-assessment, interpersonal assessment and assessment by the teacher. Assessment of oral and written communication skills, specific to the professional and/or academic context.	50.00
10.2. S(S)	Knowledge of key concepts, ability to integrate and present them	On going evaluation (oral presentations/individual or team projects/written or oral progress evaluations).	50.00
10.3. Final assessment			
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Making an oral presentation and a midterm test. Demonstrating effective communication skills for academic and/or professional contexts		

Date of listing,  
04/25/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,