

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	Practical Course of English 2								
2.2. Code	24.0223IF1.2-0003								
2.3. Year of study	1	2.4. Semester	2	2.5. Type of assessment	Test	2.6. Status of the discipline	O	2.7. Number of ECTS credits	2
2.8. Leaders	S(S)	conf.univ.dr. GROSU-RĂDULESCU Lucia-Mihaela				lucia.grosu@rei.ase.ro			
	S(S)	conf.univ.dr. HURDUZEU Raluca Elena				raluca.hurduzeu@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	8.00		
Preparation of seminars, labs, assignments, portfolios and essays	2.00		
Tutorials			
Examinations	2.00		
Other activities			

4. Prerequisites

4.1. of curriculum	Academic communication and study skills and knowledge
4.2. of competences	Oral and written communication skills in English.

5. Conditions

for the S(S)	Seminars take place in rooms with Internet access. Students must attend at least 50% of seminars. Seminar activities established by the teacher are mandatory. Plagiarizing projects leads to cancelling their respective mark. Students are not admitted in the seminar room after the class starts.
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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 on the specific language of the economic field and developing communication skills to improve academic and professional competences.
7.2. Specific objectives	Students develop their capacity to understand complex economic texts, they discover new concepts and consolidate their previously acquired lexical and grammatical knowledge. By internalizing new and specialized information students develop their oral communication skills to participate in group discussions (business meetings, presentations in the field of international business). Students write and translate academic and professional texts (e.g.: marketing, international markets, diplomacy, corporate social responsibility, etc.). Students critically analyze economic texts and acquire argumentation and debating skills. Students develop interdisciplinary research skills. Students integrate autonomous learning with effective cooperation working in teams.

8. Contents

8.1. S(S)		Teaching/Work methods	Recommendations for students
1	Presentation of the seminar syllabus and the assessment requirements. Topic 1: Market Economy and Competition (1) Specialized terminology: international markets, marketing and communication Grammar: Articles a, an, the and zero article.. Skills: reading an economic text and translating it in Romanian; listening to an interview with an international markets specialist and listening comprehension exercises.	Developing skills to understand and interpret correctly an economic text. Vocabulary exercises.	Students must look for information on different types of competition on the market and to prepare in pairs short presentations of the selected texts.
2	Topic 1: Market Economy and Competition (2) Specialized terminology: international markets, marketing and communication Grammar: Noun compounds, collocations. Skills: reading an economic text and translating it in Romanian; listening to an interview with an international markets specialist and listening comprehension exercises.	Developing skills to understand and interpret correctly an economic text. Vocabulary exercises.	Students must look for information on different types of competition on the market and to prepare in pairs short presentations of the selected texts.
3	Topic 2: Globalization – Advantages and Challenges (The Global Village) (1) Specialized terminology: strategic alliances (economic and political). Grammar: Modals of advice, obligation and necessity. Skills: Listening to a debate on globalization (listening comprehension). Reading texts on globalization and argumentative discussions for/against in teams.	Developing skills to read and understand texts on the globalization phenomenon. Vocabulary exercises.	Students need to become aware that they must adapt their reading strategy to the respective text.
4	Topic 2: Globalization – Advantages and Challenges (The Global Village) (2) Specialized terminology: financial crises and global interdependence. Grammar: Nominal and verbal phrases for giving advice. Idioms Skills: Listening to a debate on globalization (listening comprehension). Reading texts on globalization and argumentative discussions for/against in teams.	Developing skills to read and understand texts on the globalization phenomenon. Vocabulary exercises.	Students need to become aware that they must adapt their reading strategy to the respective text.

5	<p>Topic 3: International Business – Cultural aspects (1)</p> <p>Specialized terminology: diplomacy and international business</p> <p>Grammar: Modals of probability.</p> <p>Skills: Social networking, conversations on different topics, reading and translating texts on cultural diversity in international business.</p>	<p>Pair and group discussions. Discovering students' level of cultural awareness. Developing cultural knowledge and becoming aware of the importance of cultural profiling in diplomacy and international business.</p>	<p>It is recommended that students search for example of good practices in business from the perspective of balancing cultural differences in big corporations.</p>
6	<p>Topic 3: International Business – Cultural aspects (2)</p> <p>Specialized terminology: cultural diversity and avoiding discriminatory language (euphemisms).</p> <p>Grammar: Language of diplomacy-disagreement strategies.</p> <p>Skills: Social networking, conversations on different topics, reading and translating texts on cultural diversity in international business.</p>	<p>Pair and group discussions. Discovering students' level of cultural awareness. Developing cultural knowledge and becoming aware of the importance of cultural profiling in diplomacy and international business.</p>	<p>It is recommended that students search for example of good practices in business from the perspective of balancing cultural differences in big corporations.</p>
7	<p>Topic 4: Business Ethics and Corporate Social Responsibility (1)</p> <p>Specialized terminology: CSR (corporate social responsibility)</p> <p>Grammar: Indirect questions and statements.</p> <p>Skills: Reading and commenting (in teams) of texts about corporate social responsibility.</p>	<p>Developing students' abilities to use specialized vocabulary and complex grammatical constructions orally and in writing. Oral presentation techniques and developing team work skills.</p>	<p>Students must become aware that the business world is not lacking in ethics and social responsibility.</p>
8	<p>Topic 4: Business Ethics and Corporate Social Responsibility (2)</p> <p>Specialized terminology: CSR (corporate social responsibility)</p> <p>Grammar: Prefixes.</p> <p>Skills: Role-play on the topic of the seminar (using the vocabulary introduced)</p>	<p>Developing students' abilities to use specialized vocabulary and complex grammatical constructions orally and in writing. Oral presentation techniques and developing team work skills.</p>	<p>Students must become aware that the business world is not lacking in ethics and social responsibility.</p>
9	<p>Topic 5: Consumer culture (1)</p> <p>Specialized terminology: consumption, markets</p> <p>Grammar: Gerunds and infinitives.</p> <p>Skills: Watching a video (TedTalk) on the topic of consumerism</p>	<p>Pair and group discussions. Acquiring knowledge on consumerism. Oral presentation techniques and developing teamwork skills.</p>	<p>Students can ask questions and engage in comments on the seminar topic.</p>
10	<p>Topic 5: Consumer culture (2)</p> <p>Specialized terminology: the surplus society</p> <p>Grammar: Suffixes.</p> <p>Skills: Preparing a short presentation on the topics discussed (in teams).</p>	<p>Pair and group discussions. Acquiring knowledge on consumerism. Oral presentation techniques and developing teamwork skills.</p>	<p>Students can ask questions and engage in comments on the seminar topic.</p>
11	<p>Topic 6: Innovation in Business (1)</p> <p>Specialized terminology: international development</p> <p>Grammar: Passives.</p> <p>Skills: Listening to interviews (e.g. Bill Gates) in the context of business innovation.</p>	<p>Simulating presentation in professional contexts and discussions in the context of innovation in business. Presentation techniques and developing teamwork skills.</p>	<p>Students can ask questions and engage in comments on the seminar topic.</p>
12	<p>Topic 6: Innovation in Business (2)</p> <p>Specialized terminology: innovation and crowdfunding</p> <p>Grammar: Compound adjectives.</p> <p>Skills: Simulation of pitching an original idea for fund raising.</p>	<p>Simulating presentation in professional contexts and discussions in the context of innovation in business. Presentation techniques and developing teamwork skills.</p>	<p>Students can ask questions and engage in comments on the seminar topic.</p>

13	Assessment and self-assessment Review of key concepts/ Oral presentations of individual or team projects/ Final discussions on the topics approached during the seminars.	Assessment of students' oral, critical thinking and organizational skills.	
14	Assessment- Final written test	Assessment of students' written skills, critical thinking and organizational skills.	

Bibliography

- Allison, J. & M. Powell. , In Company Case Studies, Macmillan Publishers Limited, 2005, Marea Britanie
- Cotton, D., Falvey, D., Kent, S, Market Leader Intermediate – 3rd Edition, Pearson-Longman, 2014, Marea Britanie
- Emmerson, P, Business Grammar Builder: intermediate to upper-intermediate, Macmillan Education, 2010, Marea Britanie
- Marinescu, R. E, Intercultural communication in contemporary society, Editura ASE, 2013, România
- Powel, M. , In Company 3.0: Intermediate: Students'book pack: B2, Macmillan Education, 2014, Marea Britanie
- Stephenson, H., Lansford, L. & Dummett, P, Keynote 4., National Geographic Learning, 2017, Statele Unite ale Americii
- Williams, E, Presentations in English, Macmillan, 2012, 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 labor 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 during the seminar (individual work and teamwork/homework)	Formative and summative evaluation through self-evaluation, peer evaluation and evaluation by the teacher; Evaluation of oral and writing communication skills for academic and/or professional contexts	50.00
10.2. S(S)	Knowledge of key concepts, capacity to integrate and present them)	Ongoing progress evaluation (oral presentations/ individual and team projects/ oral or written progress assessment)	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 midterm. Demonstrating effective communication skills for academic and/or professional contexts		

Date of listing,
04/24/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,