

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	2026-2027

2. Information on the discipline

2.1. Name	Business Writing and Translation Skills								
2.2. Code	26.0223IF3.1-0001								
2.3. Year of study	3	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	3
2.8. Leaders	S(S)	conf.univ.dr. ENACHE Antonia Cristiana				antonia.enache@rei.ase.ro			
	C(C)	conf.univ.dr. ENACHE Antonia Cristiana				antonia.enache@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
	C(C) 1.00
	S(S) 1.00
3.3. Total hours from curriculum	28.00 of which
	C(C) 14.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	75.00
3.5. Total hours of individual study	47.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	12.00
Additional documentation in the library, on specialized online platforms and in the field	12.00
Preparation of seminars, labs, assignments, portfolios and essays	8.00
Tutorials	5.00
Examinations	4.00
Other activities	6.00

4. Prerequisites

4.1. of curriculum	-
4.2. of competences	- at least a B2 level of English

5. Conditions

for the C(C)	Lectures are delivered in rooms with internet access and multimedia equipment or online (online.ase.ro). Students are not allowed to use their mobile op\phones during classes Students are not to be late for class.
for the S(S)	Seminars require rooms with internet access or they are carried out online. Seminar attendance is mandatory. Assignments and other seminar task are compulsory. Plagiarism is forbidden. Students are not allowed to use their mobile phones during classes Students are not to be late for class. Students are required to study and use the bibliographic materials; projects and home assignments are to be completed on the basis of these materials. Specialised equipment including TV, VCR and OHP is required.

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	C2	Adequate use of written and oral mediation techniques, as well as of translation and interpretation techniques from language B or C in language A and vice-versa, in general and semi-specialized fields;
PREFESSIONAL	C6	Communication in multilingual professional contexts requiring linguistic and cultural integration, negotiation and mediation;

7. Objectives of the discipline

7.1. General objective	- Students must be able to use specialized English language with a view to writing business documents - Students must develop their comprehension skills, as well as their ability to use reference materials and other economic texts for their communication purposes correctly and efficiently.
7.2. Specific objectives	

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introductory lecture. Introducing the course objectives and bibliography. Assessing the students' expectations (needs analysis). Brief presentation of the main topics.	Introducing the course objectives and bibliography. Assessing the students' expectations (needs analysis).	
2	Communication in a professional context. Communication objectives, formal vs. informal language. Register and style. The 21st century business writing style.	Lectures Active participation of the students, interaction students - lecturer	
3	Communication in a professional context. Letters and emails. Letter types: the enquiry, the offer, the order.	Lectures Active participation of the students, interaction students - lecturer	
4	Reports and proposals.	Lectures Active participation of the students, interaction students - lecturer	
5	Online communication. Websites, blogs, social networks.	Lectures Active participation of the students, interaction students - lecturer	
6	Translating business documents. Inadvertencies pertaining to language, inadvertencies pertaining to content.	Lectures Active participation of the students, interaction students - lecturer	
7	Revision.	-	

Bibliography

- D. Ioncica, V. Robu, R. Ciolaneanu, I. Stamatescu., Mastering English for Economics, Uranus, Bucuresti, 2005, România
- F. Talbot, Outstanding Business English: Tips for email, social media and all your business communication, Lid Editorial, Madrid, 2016, Spania
- I. Dubicka, M. O'Keeffe, Market Leader (Advanced), 3rd edition extra, Longman, London, 2016, Marea Britanie
- R.E. Marinescu, M. Nicolae, A.T. Serban-Oprescu, Comunicare 4.0 - Tratat de comunicare in afaceri internationale, Editura ASE, Bucuresti, 2019, România
- N. Canavor, Business Writing for Dummies, John Wiley and Sons, Inc., New Jersey, 2017, Statele Unite ale Americii
- S. Taylor, Model Business Letters, Emails and Other Business Documents, Pearson, London, 2012, Marea Britanie
- D. Ioncica, V. Robu, R. Ciolaneanu, I. Stamatescu., Mastering English for Economics, Uranus, Bucuresti, 2005, România
- F. Talbot, Outstanding Business English: Tips for email, social media and all your business communication, Lid Editorial, Madrid, 2016, Spania
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- N. Canavor, Business Writing for Dummies, John Wiley and Sons, Inc., New Jersey, 2017, Statele Unite ale Americii
- S. Taylor, Model Business Letters, Emails and Other Business Documents, Pearson, London, 2012, Marea Britanie

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introductory seminar – 2 hours	Introducing the seminar, assessing the students' needs and expectations (needs analysis)	
2	Topic 1: The European Language Portfolio – 2 hours (Self-assessment of the foreign language level, especially the writing skills).	Active participation of the students: interaction students - lecturer	
3	Topic 2: Communication in a professional context – 6 hours. Communication objectives, formal vs informal language, commercial correspondence. Study of relevant documents, exercises.	Active participation of the students: interaction students - lecturer	
4	Topic 3: Reading research articles on document writing – 6 hours: written reports and proposals.	Active participation of the students: interaction students - lecturer	
5	Topic 4: Online communication (4 hours). Strategies for online communication, persuasion in the cyberworld. Exercises.	Active participation of the students: interaction students - lecturer	
6	Topic 5: Translating business documents - 6 hours. Exercises. - the business plan.	Active participation of the students: interaction students - lecturer	
7	Introductory seminar – 2 hours	Introducing the seminar, assessing the students' needs and expectations (needs analysis)	

Bibliography

- F. Talbot, Outstanding Business English: Tips for email, social media and all your business communication, Lid Editorial, Madrid, 2016, Spania
- I. Dubicka, M. O'Keeffe, Market Leader (Advanced) - 3rd edition extra, Longman, London, 2016, Marea Britanie
- S. Taylor, Model Business Letters, Emails and Other Business Documents, Pearson, London, 2012, Marea Britanie
- The EAQUALS – ALTE Electronic European Language Portfolio.
- R.E. Marinescu, M. Nicolae, A.T. Serban-Oprescu, Comunicare 4.0 - Tratat de comunicare in afaceri internationale, Editura ASE, Bucuresti, 2019, România
- D. Ioncica, V. Robu, R. Ciolaneanu, I. Stamatescu, Mastering English for Economics, Uranus, Bucuresti, 2005, România
- N. Canavor, Business Writing for Dummies, John Wiley and Sons, Inc., New Jersey, 2017, Statele Unite ale Americii
- Enache, A. , A Crash Course in Business Writing, Editura Universitara, Bucuresti, 2023, România

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.

The Department of Modern Languages and Business Communication is in permanent contact with specialized professional organisations such as the British Council, PROSPER – ASE, QUEST, with a view to ensuring the high quality of both the educational process, the teaching techniques and the materials used, and of the students' assessment process.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	- Active participation in the course, with questions, comments, examples of analysis	Continuous assessment by recording participation in course discussions (questions, comments, examples, etc.).	10.00

10.2. S(S)	Quality, conscientiousness and creativity in solving seminar tasks. Understanding and mastery of the concepts taught, the ability to integrate and present them in a given context. Quality of the argumentation of the content of the oral presentation.	Continuous assessment by recording the quality of assignments completed and active participation in seminar activities and discussions.	40.00
10.3. Final assessment	Understanding and mastery of the issues covered during courses and seminars, demonstrated through adequate answers to subject-related questions.	Written exam, based on the course and other materials taught and available on the https://online.ase.ro/ platform.	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	- C		

Date of listing,
04/24/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,