

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Modern Languages and Business Communication
1.4. Field of study	Business Administration
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Business Administration (in English language)
1.8. Language of study	English
1.9. Academic year	2019-2020

## 2. Information on the discipline

2.1. Name	<b>English language</b>								
2.2. Code	<b>19.0153IF1.1-0006</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>3</b>
2.8. Leaders	S(S)	<b>lect.univ.dr. DĂRĂBANȚ Maria</b>					maria.darabant@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)	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	15.00		
Additional documentation in the library, on specialized online platforms and in the field	10.00		
Preparation of seminars, labs, assignments, portfolios and essays	14.00		
Tutorials	6.00		
Examinations	2.00		
Other activities			

## 4. Prerequisites

4.1. of curriculum	
4.2. of competences	

## 5. Conditions

for the S(S)	<ul style="list-style-type: none"> <li>• PC, OHP and board available in all rooms</li> <li>• Based on materials electronically distributed or by selection of pages from published materials</li> <li>• The mobile phone should not be used</li> <li>• Students are not allowed in the seminar room after the activity has begun</li> </ul>
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## 6. Acquired specific competences

CROSS	CT3	Identification of opportunities for continuous learning and the efficient use of learning resources and techniques for one's development
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## 7. Objectives of the discipline

7.1. General objective	<ul style="list-style-type: none"> <li>• Developing skills for oral and written communication, assessment and self-assessment</li> </ul>
7.2. Specific objectives	<ul style="list-style-type: none"> <li>• Developing the comprehension of economic reference materials</li> <li>• Developing skills for study, assessment and self-assessment</li> <li>• Developing active listening skills in everyday situations as well as in academic and professional contexts</li> <li>• Improving accuracy and fluency in oral and written communication in English in academic and professional contexts</li> </ul>

## 8. Contents

8.1. S(S)	Teaching/Work methods	Recommendations for students
1 Theme 1: Academic education – expectations and opportunities Duration: 2 weeks Targeted Bibliography: • Emmerson, P. Business English Handbook Advanced, Macmillan 2007, p. 84-96 • Stanus, E., Marinescu, R., Nicolae, A. and Hollinger, A., Business Talks!, Cavallioti 2005, Unit 2: Study and Work • Măgureanu, T. et al Learning and Growing, Cavallioti 2006, p.35-36	Developing reading and comprehension skills/ role play – participating in discussions and debates on opportunities offered by higher education. Oral presentations	Introductory seminar (syllabus, personal presentations). Students seek information on tuition systems in different English speaking countries and prepare short oral presentations. Writing an essay on a topic related to university life.
2 Theme 2: Introduction to the European Language Portfolio Duration: 1 week Targeted Bibliography: • Portofoliul European al Limbilor pentru Adulți ALTE/EAQUALS • Măgureanu, T. et al Learning and Growing, Cavallioti 2006, p. 43-46	Developing assessment and self-assessment skills – contextualising the development of foreign language skills for business.	Students study the content of the European Language Portfolio and self-assess their skills in one or several foreign languages.
3 Theme 3: Applying for a Job Duration: 2 weeks Targeted Bibliography: • Lisboa, M. and Handford, M., Business Advantage, Advanced, Cambridge University Press, 2012, Writing 7: Writing a covering letter for a CV (pp. 134, 135) and Writing 3: Writing effective e-mails (pp. 62, 63) • Doff, A. & Goldstein, B., English Unlimited, Advanced, CUP, 2011, Unit 2 (pp. 16-25) • Mascull, B., Business Vocabulary in Use, Advanced, CUP, 2010, Business Writing 1&2 (pp. 134-137)	formal versus the informal and neutral register. Pair and group discussions, role play, situational simulation. Interpersonal assessment of the simulation.	Writing the European CV and the letter of intent. Discussing the appropriateness of some job interview topics, intercultural aspects. Specific linguistic competences necessary to introduce oneself and highlight professional capacities in a given situation.

4	<p>Theme 4: Types of Companies Duration: 2 weeks Targeted Bibliography:</p> <ul style="list-style-type: none"> <li>• Allison, J. &amp; Powell, M., In Company Case Studies, Macmillan Publishers Limited, 2005, Case study 6 (pp. 18-21)</li> <li>• Preliceanu, C. (coordonator) et al, Excel in Business, Editura Universitară, București, 2006, Unit : Types of Businesses (pp. 56- 65)</li> <li>• Trappe, T., Tullis, G, Intelligent Business, Pearson Education Limited, 2011, Unit 2: Organisations (pp. 17- 26)</li> </ul>	<p>Exemplifying the formal versus the informal and neutral register. Pair and group discussions, role play, situational simulation. Interpersonal assessment of the simulation.</p>	<p>Writing the European CV and the letter of intent. Discussing the appropriateness of some job interview topics, intercultural aspects. Specific linguistic competences necessary to introduce oneself and highlight professional capacities in a given situation.</p>
5	<p>Theme 5: Describing economic trends Duration: 2 weeks Targeted Bibliography:</p> <ul style="list-style-type: none"> <li>• Emmerson, P. Business English Handbook Advanced, Macmillan 2007, Unit 13 (pp.56-59)</li> <li>• Emmerson, P. Business Builder Intermediate Teacher's Resource, Macmillan Heinemann 2003, Sections 7.9a - 7.11b</li> <li>• Lisboa, M. and Handford, M., Business Advantage, Advanced, Cambridge University Press, 2012, Skills: Presenting charts and statistics (pp. 106, 107)</li> </ul>	<p>Specific techniques for developing the necessary vocabulary to describe business trends. Teamwork – interpretation of data contained in statistics, tables, diagrams, etc. and giving oral presentations.</p>	<p>Studying the vocabulary of graph description. Studying a report format. Report writing describing a graph/a diagram, etc.</p>
6	<p>Theme 6: Presentations Duration: 1 week Targeted Bibliography:</p> <ul style="list-style-type: none"> <li>• Lisboa, M. and Handford, M., Business Advantage, Advanced, Cambridge University Press, 2012, Writing 1: Writing notes for presentations (pp. 26, 27)</li> <li>• Powel, M. , In Company Upper Intermediate, Pearson Education Limited 2004, Unit 13 (pp.68-71)</li> <li>• Williams, E, Presentations in English, Macmillan Publishers Limited, 2008</li> </ul>	<p>Presenting oral presentation and public speaking techniques followed by relevant practice based on pairwork and whole group discussions.</p>	<p>Structure of a presentation, vocabulary, strategies for capturing audience attention and giving a successful presentation, do's and don'ts. PLEASE NOTE! This theme can be covered at the beginning of the semester if the professor chooses to evaluate the students' oral presentation skills as an ongoing activity throughout the whole semester.</p>
7	<p>Theme 7: Evaluation: speaking Duration: 2 weeks Targeted Bibliography:</p> <ul style="list-style-type: none"> <li>• Sources of student's choice, under lecturer's guidance</li> </ul>	<p>Assessing oral communication skills and the knowledge of presentation structure and delivery.</p>	<p>Giving a short oral presentation, individually or in groups, on an economic topic previously discussed with the lecturer. This assessment can unfold as an ongoing activity taking place throughout the whole semester according to a mutually accepted schedule.</p>
8	<p>Theme 8: Final assessment and feedback Duration: 2 weeks</p>	<p>Assessing the acquired knowledge and the skills developed. Feedback from the lecturer. Student feedback on their own activity as well as on the group work for the entire semester.</p>	<p>Reviewing the topics covered during the semester for the final oral assessment.</p>

### ***Bibliography***

- Allison, J. & Powell, M., In Company Case Studies, Macmillan Publishers Limited, 2005
- Allison, J. & Townend, J., The Business Upper-Intermediate, Macmillan Publishers Limited , 2008
- Doff, A. & Goldstein, B., English Unlimited, CUP, 2011
- Dubicka, I. & O'Keeffe, M., Market Leader Advanced, Pearson Education Limited, 2011
- Emmerson, P., Business English Handbook Advanced, Macmillan , 2007
- Ioncica, D., Robu, V., Ciolaneanu, R. and Stamatescu, I., Mastering English for Economics, Editura Uranus , 2005
- Trappe, T., Tullis, G., Intelligent Business, Pearson Education Limited, 2011

- Trappe, T., Tullis, G., New Insights into Business, Pearson Education Limited, 2004
- Williams, E., Presentations in English, Macmillan Publishers Limited, 2008
- Lisboa, M. and Handford, M., Business Advantage, Advanced, Cambridge University Press, 2012
- Mascull, B., Business Vocabulary in Use, Advanced, CUP, 2010
- Măgureanu, T. et al., Learning and Growing, Cavallioti , 2006
- Powel, M. , In Company Upper Intermediate, Pearson Education Limited , 2004
- Prelipceanu, C. (coordonator) et al., Excel in Business, București , 2006
- Stanus, E., Marinescu, R., Nicolae, A. and Hollinger, A., Business Talks!, Cavallioti , 2005

**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**

Constant contact with representatives of the British Council.

**10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Homework completed during the semester	Formative and summative self-assessment, interpersonal assessment and teacher assessment.	10.00
10.2. S(S)	Seminar attendance	Formative and summative self-assessment, interpersonal assessment and teacher assessment.	10.00
10.3. S(S)	Active participation in the seminar	Formative and summative self-assessment, interpersonal assessment and teacher assessment.	10.00
10.4. S(S)	Oral presentation	Assessment of oral communication skills, specific to the professional and/or academic context.	20.00
10.5. Final assessment	Final written test	Final written test	50.00
10.6. Modality of grading	Whole notes 1-10		
10.7. Minimum standard of performance	<ul style="list-style-type: none"> <li>• Giving an oral presentation</li> <li>• Writing a report on graph/diagram description</li> <li>• Proving effective communication skills in professional and academic contexts in accordance with the topics addressed</li> </ul>		

Date of listing,  
10/25/2021

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,