

# 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>Communication in business (English language)</b>								
2.2. Code	<b>19.0153IF1.2-0006</b>								
2.3. Year of study	<b>1</b>	2.4. Semester	<b>2</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>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)	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	5.00		
Preparation of seminars, labs, assignments, portfolios and essays	5.00		
Tutorials			
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>• No use of mobile phone</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	CT1	Application of professional ethics principles, norms and values in one's strategy for rigorous, efficient and responsible work
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## 7. Objectives of the discipline

7.1. General objective	• Developing skills for oral and written communication, assessment and self-assessment
7.2. Specific objectives	<ul style="list-style-type: none"> <li>• Dezvoltarea capacității de înțelegere a materialelor de referință din domeniul economic</li> <li>• Dezvoltarea capacității de ascultare activă în situații de zi cu zi, precum și în contexte academice și profesionale</li> <li>• Comunicare orală și scrisă în context academic și profesional</li> <li>• Îmbunătățirea acurateții și fluenței în comunicare în limba engleză</li> </ul>

## 8. Contents

8.1. S(S)		Teaching/Work methods	Recommendations for students
1	Theme 1: Entrepreneurship Duration: 2 weeks Targeted Bibliography: • Dubicka, I. & O'Keeffe, M., Market Leader Advanced, Pearson Education Limited, 2011, Unit 11 (pp. 104-111) • Lisboa, M. and Handford, M., Business Advantage, Cambridge University Press, 2012, Unit 4 (pp. 36-41) • Trappe, T., Tullis, G, Intelligent Business, Pearson Education Limited, 2011, Unit 10: Risk (pp. 102-112)	Developing reading and comprehension for main ideas. Pair and whole group, sharing information, role plays.	Selection of materials from the three units suggested in the targeted bibliography, at the teacher's choice. Scanning a business text, answering questions in presentations, making a business pitch, specific idioms.
2	Theme 2: Promotional activities and branding Duration: 2 weeks	Developing skills for balanced argumentation through discussion, debates, pros and cons, role plays. Developing the vocabulary of promotional and advertising activities. Developing the skills for drafting a promotional flyer.	Selection of materials from the four units at the teacher's choice. Advantages and disadvantages of promotional activities, brainstorming, role playing (promoting a product). Globalization: pros and cons. Writing a promotional flyer.
3	Theme 3: International Marketing Duration: 2 weeks Targeted Bibliography: • Allison, J. & Jeremy Townend, The Business Upper-Intermediate, Macmillan Publishers Limited 2008, Unit 5 (pp. 58-69) • Lisboa, M. and Handford, M., Business Advantage, Advanced, Cambridge University Press, 2012, Unit 2 (pp. 18-23) • Trappe, T., Tullis, G, Intelligent Business, Pearson Education Limited, 2011, Unit 9: E-marketing (pp. 91-100)	Developing discursive skills in English, verbal persuasion strategies, teamwork. Developing the skills of drafting specific documents: brochures and advertising letters.	Selection of materials from the two units at the teacher's choice. Discussing the marketing mix, answering to objections, advertising leaflets and letters, case study, public discourse activities, presenting a product or service idea.

4	<p>Theme 4: Meetings Duration: 2 weeks Targeted Bibliography:</p> <ul style="list-style-type: none"> <li>• Lisboa, M. and Handford, M., Business Advantage, Cambridge University Press, 2012, Writing 5 (pp. 98, 99)</li> <li>• Powel, M. , In Company Upper Intermediate, Pearson Education Limited 2004, Unit 2 (pp. 10-15)</li> <li>• Brook-Hart, G. Business Benchmark Advanced, CUP 2007, Unit 6: Presenting at meetings (pp. 40-43)</li> <li>• Powel, M. , In Company Upper Intermediate, Pearson Education Limited 2004, Unit 10 (pp. 52-57)</li> </ul>	<p>Vocabulary development techniques required to participate in meetings and other official situations where decisions are made. Developing teamwork skills, simulations.</p>	<p>Specific language structures, attending a meeting, specific idioms, discussing a case study of decision making.</p>
5	<p>Theme 5: Corporate culture Duration: 2 weeks Targeted Bibliography:</p> <ul style="list-style-type: none"> <li>• Brook-Hart, Business Benchmark Advanced, CUP 2007, Unit 1 (pp. 10-13)</li> <li>• Cotton, D. and Robbins, S., Business Class, Longman 2003, Unit 9 (pp. 85-93)</li> <li>• Barrall, I. &amp; Barrall, N., Intelligent Business Skills Book Advanced Business English, Pearson Education Limited, 2011, Writing 7: Mission Statements (pp. 46,47)</li> </ul>	<p>Developing the skills of understanding economic texts, pairwork, role play. Listening and content interpretation activities. Vocabulary development techniques on corporate culture.</p>	<p>Aspects and types of corporate culture, role play.</p>
6	<p>Theme 6: Movie session Duration: 2 weeks Suggested feature films or documentaries:</p> <ul style="list-style-type: none"> <li>• Margin Call (2011, J.C. Chandor), Wall Street: Money Never Sleeps (2010, Oliver Stone), The Company Men (2010, John Wells), Inside Job (2010, Charles Ferguson), Headhunters (2011, Morten Tyldum), Fahrenheit 9/11 (2004, Michael Moore), An Inconvenient Truth (2006, Davis Guggenheim)</li> </ul>	<p>Multimedia screening, discussions, debates, developing writing skills by drafting an argumentative essay.</p>	<p>Watching a topical documentary or feature film at the teacher's choice or suggested by students according to their area of interest.</p>
7	<p>Theme 7: Evaluation, self-evaluation and feedback Duration: 2 weeks</p>	<p>Assessing acquired knowledge and skills developed. Feedback from the lecturer on the seminars. Feedback from students on their own and group work during the semester.</p>	<p>Reviewing the topics covered during the semester for testing.</p>

### ***Bibliography***

- Barrall, I. & Barrall, N., Intelligent Business Skills Book Advanced Business English, Pearson Education Limited, 2011
- Dubicka, I. & O'Keeffe, M., Market Leader Advanced, Pearson Education Limited, 2011
- Emmerson, P. , Business English Handbook Advanced, Macmillan , 2007
- Emmerson, P. , Business Builder Intermediate Teacher's Resource, Macmillan Heinemann , 2003
- Ioncica, D., Robu, V., Ciolaneanu, R. and Stamatescu, I., Mastering English for Economics, Editura Uranus , 2005
- King, D., Meetings, Delta Publishing, 2008
- Lisboa, M. and Handford, M., Business Advantage, Cambridge University Press, 2012
- Thomson, K., English for Meetings, OUP, 2007
- Măgureanu, T. et al., Learning and Growing, Cavallioti , 2006
- Trappe, T., Tullis, G., Intelligent Business Advanced, Pearson Education Limited, 2011

## **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		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/Written essay	Evaluation of oral and written communication skills specific to the professional and/or academic environment.	20.00
10.5. Final assessment	Written final 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 flyer and an advertising letter</li> <li>• Proving effective communication skills in professional and academic contexts in accordance with the topics addressed</li> </ul>		

Date of listing,  
08/08/2022

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,