

# 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 5</b>								
2.2. Code	<b>24.0223IF3.2-0002</b>								
2.3. Year of study	<b>3</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>conf.univ.dr. RĂȘCANU Iulia Nicoleta</b>					iulia.rascaanu@rei.ase.ro		
	S(S)	<b>lect.univ.dr. STOICAN ADRIANA ELENA</b>					elena.stoican@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	5.00		
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	5.00		
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 require rooms with internet access. 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.
--------------	---

## 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	Developing integrated skills for communication in English for specific and academic purposes
7.2. Specific objectives	Developing skills for the understanding of complex texts and differentiation of genres Developing oral communication skills for group discussion and business meetings Writing of academic and professional texts Developing interDisciplina_Difra research skills Integrating independent learning with effective cooperation in working groups

## 8. Contents

8.1. S(S)		Teaching/Work methods	Recommendations for students
1	Topic 1: Presenting the semester curriculum, objectives, seminar graduation requirements and assessment criteria. Topic 1: Finance Specialised terminology: vocabulary for finance and banking services Grammar: various methods for probing questions Skills: communication skills, negotiation skills, adapting questions and answers in interviews, reading and interpretation skills Case study: Dragons and Angels (all 4 abilities) (in teams) (3 weeks)	Development o skills for understanding and using of bank service, presenting oneself in an interview skills development, understanding of investment strategy.	Students use and develop their knowledge in finance.
2	Topic 2: Strategy and Planning, part 1 Specialised terminology: topic-specific language. Abilities: business objectives establishment, communicating objectives to employees, communication of mission (1 week)	Skills development for understanding of business strategy and planning. Students acknowledge some examples of strategy and planning in some international companies.	Students seek examples of strategy and objectives in business planning with the purpose of some companies' progress and market share development.
3	Topic 2: Strategy and Planning, part 2 Specialised terminology: topic-specific language. Reading of texts on topic Abilities: business objectives establishment, communicating objectives to employees, communication of mission, values and strategy establishment (long-/short-term) (1 week)	Skills development for understanding of business strategy and planning. Students acknowledge some examples of strategy and planning in some international companies.	Students seek examples of strategy and objectives in business planning with the purpose of some companies' progress and market share development.

4	Topic 2: Strategy and Planning, part 3 Grammar: phrasal verbs Case study “Stella International Airways” (involves all 4 skills) (in teams) Abilities: improvement of grammatical knowledge, improvement of communication skills (1 week)	Skills development for understanding of business strategy and planning. Students acknowledge some examples of strategy and planning in some international companies.	
5	Topic 3: Revision 1 (1 week)	Revision exercises for the two previous topics.	Students solve language-specific vocabulary exercises.
6	Topic 4: e-Business, part 1 Specialised terminology: topic-specific language. Abilities: new media communication, business image improvement and extending the customer database (e.g. blogging, vlogging etc.) (1 week)	Discussions and peer/group presentations. Development of knowledge in online business and their maintenance on the market (competition).	Students ask questions and make comments on the topic. Students use the knowledge and vocabulary studied in the first semester (topic “Marketing”).
7	Topic 4: e-Business, part 2 Grammar: rhetorical devices Abilities: improvement of grammar skills (1 week)	Grammar exercise	
8	Topic 4: e-Business, part 3 Specialised terminology: topic-specific language. Grammar: rhetorical devices Abilities: new media communication, business image improvement and extending the customer database (e.g. blogging, vlogging etc.) Case study: ”The Fashion Screen” (involves all 4 skills) (in teams) Short presentations on the topic “Online business’s role on the market and new media’s impact on their success” (4 weeks)	Discussions and peer/group presentations. Development of knowledge in online business and their maintenance on the market (competition).	Students ask questions and make comments on the topic. Students use the knowledge and vocabulary studied in the first semester (topic “Marketing”).
9	Topic 5: oral presentations (1 week)	Students choose in advance one of the previous topics and prepare short presentations (in pairs)	
10	Topic 6: Project management, part 1 Specialised terminology: topic-specific language. Abilities: project planning, factors for having successful projects (1 week)	Dialogues on the importance of project planning, objective-making, and determining factors. Listening and practice exercises for teleconference skills.	Students may prepare short presentations on the topic of challenges in project planning.
11	Topic 6: Project management. part 2 Grammar: cleft sentences, instructive (didactic) texts Abilities: improvement of grammar skills (1 week)	Solving of grammar exercises	Students may prepare short presentations on the topic of challenges in project planning.
12	Topic 6: Project management, part 3 Case study ”Creating a world-class port” Abilities: improvement of oral communication, team making in projects (discussions, listening, reading and writing activities) (1 week)	Dialogues on the importance of project planning, objective-making, and determining factors. Decision-making in teams.	Students may prepare short presentations on the topic of challenges in project planning.
13	Topic 7: Revision (1 week)	Revision exercises with studies vocabulary and grammar.	
14	Topic 8: Final assessment and feedback		

### ***Bibliography***

- Dubicka, I. and M. O’Keeffe, Market Leader, advanced, 3rd edition, Longman Pearson ELT, 2011, Marea Britanie
- Emmerson, P. , Business Grammar Builder: intermediate to upper-intermediate, Macmillan Education, London, 2010, Marea Britanie
- Williams, E, Presentations in English, Macmillan, Oxford, 2012, Marea Britanie

- Rogers, J. , Market Leader advanced, Practice File, 3rd edition, Longman Pearson ELT, 2006, Marea Britanie
- Mascull, B. , Business Vocabulary in Use, advanced, Cambridge University Press, Cambridge, 2010

**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.

**10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Active participation in class (individual work and in teams/portfolio of home assignments)	On campus activity and/or online platforms used during the semester (in accordance with the Senate decisions). Formative and summative self-assessment, interpersonal and teacher assessment. Oral and written skills assessment specific to academic and professional context.	50.00
10.2. S(S)	Knowledge of key concepts, having the capacity of their integrating and presenting.	On-going assessment (oral presentations/individual projects or teamwork/ progressive written or oral assessment)	50.00
10.3. Final assessment			
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Attendance and active participation at least 50% of seminars. Oral presentation on a topic Demonstrating communication skills in academic and professional contexts.		

Date of listing,  
04/26/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,