

UNIVERSITY OF ECONOMICS – VARNA
FOREIGN LANGUAGES DEPARTMENT

APPROVED BY

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

COURSE: “FOREIGN LANGUAGE ENGLISH”;

PROGRAMME: All majors; Bachelor’s Degree

YEAR OF STUDY: 1st; SEMESTER: 2nd;

TOTAL STUDENT WORKLOAD: 90 h.; incl. Curricular: 30 h.

ECTS: 3

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	<i>WORKLOAD, h.</i>	<i>CLASSES PER WEEK.</i>
LECTURES	0	0
SEMINARS	30	2
EXTRACURRICULAR	60	

PREPARED BY:

1.
(senior lecturer S.Yohanova)
2.
(senior lecturer M. Genova)

HEAD OF DEPARTMENT:

West European Languages (senior lecturer S. Shtereva)

I. ANNOTATION

This module is a continuation of the Business English course, started in the previous semester. The course objectives are to build up students' confidence in using English for business purposes and improve their overall linguistic fluency. During the course students develop their reading, writing, listening and speaking skills by a variety of practical tasks which include: reading and discussing authentic articles on a wide range of business topics; learning essential business vocabulary; listening to authentic interviews or lectures and developing note-taking skills; they take part in meetings, role-plays, prepare presentations, have the opportunity to understand how business works in different cultures, etc. By course completion students must be able to understand, summarize and interpret a variety of business data, and present it accordingly; express opinions on different business issues; write business letters; use English in social situations for telephoning, networking, negotiating, etc. Students master a whole repertoire of different skills which are necessary to participate in an increasingly international work environment.

II. THEMATIC CONTENT

No.	TITLE OF UNITS AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
Communication			4	
1.1	Business communication		2	
1.2	Dealing with communication breakdown		2	
2	International marketing.		4	
2.1	International brands.		2	
2.2	Marketing collocations. Brainstorming.		2	
3	Building relationships.		4	
3.1	Business relations		2	
3.2	Networking		2	
Success			6	
4.1	Company performance		2	
4.2	Successful business stories.		2	
4.3	Networking.		2	
5	Job satisfaction		6	
5.1	Motivation. Motivating factors.		3	
5.2	Job application		3	
6.	Risk		4	
6.1	Business risks		2	
6.2	Reaching agreement. Writing a report.		2	
Revision. Test			2	
Total:			30	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	No/week	Extracurricular hours
1.	Midterm control		
1.1.	Project work – on a predefined theme	1	10
1.2.	Written assignments on a given topic	2	20
1.3.	Test (mixed type questions)	2	20
Total mid-term control:		5	50
2.	Final term control		
2.1.	Examination (test)	1	10
Total final term control:		1	10
Total for all types of control:		6	60

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. “Market Leader New Edition”- D. Cotton, D.Falvey, S.Kent, Pearson/ Longman
2. “Intelligent Business” - Christine Johnson, 2005 Pearson/Longman
3. “The Business”- Level A2-B1, Karen Richardson, Marie Kavanagh and John Sydes with
Paul Emmerson, MacMillan

RECOMMENDED (ADDITIONAL) LITERATURE:

1. “Market Leader – Accounting and Finance” Sara Helm, Longman
2. “Build your business vocabulary” John Fowler LTP Business
3. ”Financial English” Ian Mackenzie, Thomson&Heinle
4. ”English for Business Studies” Ian Mackenzie; CUP 2001
5. “Business Benchmark” Norman Whitby; CUP 2006
6. “ Communicating in Business” Simon Sweeney; CUP
7. Essential Business Vocabulary Builder (A2 – B1) – Paul Emmerson, MacMillan
8. “Meetings in English”, Bryan Stephens
9. Business Grammar Builder- Level B1/B2, Paul Emmerson