

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF INFORMATION TECHNOLOGIES
DEPARTMENT OF LANGUAGES AND SPORTS

Adopted by the FC (record №9/ 24.04.2024)
Adopted by the DC (record №10/ 08.04.2024)

ACCEPTED BY:
Dean:
(Prof. Vladimir Sulov, PhD)

SYLLABUS

SUBJECT: ENGLISH

DEGREE PROGRAMME: All degree programmes; BACHELOR'S DEGREE

YEAR OF STUDY: 1; SEMESTER: 2

TOTAL STUDENT WORKLOAD: 90 hours; incl. curricular 30 hours

CREDITS: 3

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">● LECTURES● SEMINARS / LAB. EXERCISES	-	-
	30	2
EXTRACURRICULAR	60	-

Prepared by:

1.
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2.
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Head of department
of Languages and Sports:
(Assoc. Prof. Vladimir Dosev, PhD)

I. ANNOTATION

This course in English designed for University of Economics – Varna students aims at developing competences for successful communication in international business. The course develops academic and professional skills, incl. soft skills, such as: analytical skills, presentations of goods and services, critical thinking skills, business decision-making, and teamwork, incl. working in multicultural teams, adopting the right communication style, etc.

The learning process is student-generated and interactive. Students give presentations, they role-play, discuss case studies and video materials that give examples of cultural differences in international business. Students develop their presentation skills so that they are able to introduce business ideas cohesively; they discuss business topics critically. Along with the development of their entrepreneurial competences, students develop skills to work in a multicultural work environment and deal with conflict.

Students enhance their job opportunities by developing key competencies such as: their language competence, multi-language competence, digital competence, personal competence, civil competence, entrepreneurial competence and their competences in cultural awareness and assertiveness.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1	Design and Innovation		7	
1.1	Innovative product design		2	
1.2	Product testing		2	
1.3	Communication skills: Managing information		1	
1.4	Business skills: Selling a product		1	
1.5	Writing product reviews		1	
2	Safety and Security		8	
2.1	Health and safety at a company		2	
2.2	Being security conscious		2	
2.3	Communication skills: Dealing with disagreement		1	
2.4	Business skills: Dealing with conflict		2	
2.5	Writing instructions and warnings		1	
3	Customer Service		8	
3.1	Airline customer service		2	
3.2	Dealing with complaints		1	
3.3	Communication skills: Responding to customer concerns		2	
3.4	Business skills: Generating and presenting ideas		2	
3.5	Writing for business		1	
4	Communication		7	
4.1	Improving communication in the workplace. Face to face and digital communication		2	
4.2	Effective workplace communication		2	
4.3	Communication skills: Closing a deal		1	
4.4	Business skills: Talking about priorities		1	
4.5	Writing reports		1	
	Total:		30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Test	1	10
1.2.	Assignments	4	20
1.3.	Presentation	1	10
1.4.	Online resources	4	20
Total midterm control:		10	60
2.	Final term control		
2.1.	Coursework assessment	-	-
Total final term control:		-	-
Total for all types of control:		10	60

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. O'Keefe, M., Lansford, L., Wright, R., Frendo E., Wright, L., Business Partner with online digital resources, B1, Pearson & Financial Times Publishing, 2018

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Essence Soft Skills Platform (2022). Available at: <https://projectessence.eu/toolkits.php>
2. Prominence Interactive E-book (2020). Available at: <https://www.prominenceproject.eu/index.php/prominence-interactive/study-guide/study-module/e-book/>
3. Learning Business English with British Council: <https://learnenglish.britishcouncil.org/business-english>
4. Щерева, С., Йоханова, С., Business Essentials, Издателство "Наука и икономика", Икономически университет - Варна, 2020.
5. The Economist www.economist.com
6. The Financial Times: www.ft.com
7. Learning Business English with the BBC: <https://www.bbc.co.uk/learningenglish/english/business-english>