

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF LANGUAGES
DEPARTMENT OF WESTERN EUROPEAN LANGUAGES

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Director:

(Assoc. Prof. Vladimir Dosev, PhD)

SYLLABUS

SUBJECT: FOREIGN LANGUAGE - ENGLISH

DEGREE PROGRAMME: “International Business”, “Business and Management” and “Accounting”; BACHELOR’S DEGREE

YEAR OF STUDY: 2; SEMESTER: 4

TOTAL STUDENT WORKLOAD: 90 hours, including curricular 30 hours

CREDITS: 3

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

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

Prepared by:

1.
(Senior lecturer Sonya Shtereva)
2.
(Senior lecturer Svilen Iliev)

Head of department:
of Western European Languages (Senior lecturer Sonya Shtereva)

I. ANNOTATION

The purpose of this course is to introduce students to basic concepts, terminology and content related to various aspects of global business and enhance their Business English communication competence. It contributes to the formation of academics skills, as well as integrated communication and business skills. The suggested classroom activities require a creative approach and a critical assessment of various current global issues.

The interactive forms of control (presentations, case studies, simulators, discussions, projects) aim at developing a deeper understanding of the challenges of global business and further development of critical thinking, practical experience, business and communication skills.

II. THEMATIC CONTENT

No. no ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1.	Market Research		6	
1.1	Types of Market Research.		2	
1.2	Terms in Market Research.		2	
1.3	How Market Research affects brands.		2	
2.	Give and Take		6	
2.1	How can bosses help develop staff.		2	
2.2	Giving back.		2	
2.3	An ideal mentor.		2	
3.	Money Matters		6	
3.1	A mobile money service		2	
3.2	Personal banking.		2	
3.3	Banking preferences survey.		2	
4.	Challenges		6	
4.1	Climate change.		2	
4.2	Collocations. The environment.		2	
4.3	Sustainable solutions.		2	
5.	Global Mobility		6	
5.1	Experiences abroad.		2	
5.2	Relocation and secondment.		2	
5.3	Relocating to a new country.		2	
	Total:		30	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
1.	Midterm control	1	10
1.1.		2	20
1.2.		2	20
1.4.			
Total midterm 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. Dubicka, I. et al., *Business Partner, Coursebook with Digital Resources, B2+*, Pearson, 2019
2. Shtereva, S., Yohanova, S., *Business essentials*, Publishing house Science and economics, Varna, 2020

RECOMMENDED (ADDITIONAL) LITERATURE:

3. Asparuhova, I., Yohanova, S., *A short course in Business English for Students of Economics*, Science and economics, Varna, 2014
4. O'Keeffe, M. et al., *Business Partner, Coursebook with Digital Resources, B1*, Pearson, 2018
5. Richardson, K. et al., *The Business*, Macmillan, 2016
6. Shtereva, S., Asparuhova, I. & Yohanova, S., *English for Microeconomics and Macroeconomics*, Science and economics, Varna, 2016
7. Smith, A., *Best Commercial Practice*, Eli S.R.L., 2014 (Ch 7. Globalisation)