

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: 1

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.
(Kristana Ivanova, senior lect.)

2.

(Svilen Iliev, senior lect.)

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		
		I.	S	L.E.
1	Career Choices		7	
1.1	Transferable skills		2	
1.2	Careers advice		2	
1.3	Communication skills: Building rapport		1	
1.4	Business skills: Networking		1	
1.5	Writing business emails		1	
2	Business Sectors		8	
2.1	Japan's economy		2	
2.2	The energy industry		2	
2.3	Communication skills: Dealing with interruptions		2	
2.4	Business skills: Messages		1	
2.5	Writing business emails		1	
3	Projects		8	
3.1	Project management		2	
3.2	Large-scale projects		2	
3.3	Communication skills: Giving instructions		2	
3.4	Business skills: Meetings		1	
3.5	Writing business emails.		1	
4	Global Markets		7	
4.1	Product customisation: Volvo and Starbucks in China		2	
4.2	Online markets		2	
4.3	Communication skills: Managing conversations		1	
4.4	Business skills: Building consensus		1	
4.5	Writing for business		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>