

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. Vl. Dosev, PhD)

SYLLABUS

SUBJECT: ENGLISH LANGUAGE

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

YEAR OF STUDY: 1; SEMESTER: 2;

TOTAL STUDENT WORKLOAD: 90 hours; incl. 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 Sylvia Yohanova)

2.
(Senior Lecturer Yuliyana Todorova)

Head of Department
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I. ANNOTATION

The course helps students develop their English skills with a focus on business context and environment. The content is carefully designed to broaden the vocabulary that is used regularly in the business world. Communicative and academic skills are developed, especially those for active communication through speaking and writing.

By the end of the course, the students should be able to deal with different business situations; write and read basic business reports, articles, comment on tables, graphs, bar charts.

An example of topics covered in the course include money, accounting, management, business ethics, etc., with the emphasis on effective communication and use of English in an international business context. The students will develop their confidence to function in Business English professional environment. All this enlarges considerably their chances to get ahead at their future jobs and will open up new career opportunities.

In case the students' level of language competence in a particular group ranges between B1-B2-C1 in accordance with the Common European language framework, the instructor may decide to choose between different textbooks.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1	Economic development		6	
1.1.	Money. Finance. Accounting		3	
1.2.	Economic crisis		3	
2	Management		6	
2.1.	Management styles. Functions.		3	
2.2.	Performance and rewards		3	
3	Quality and Innovation		6	
3.1.	Quality. Standards.		3	
3.2.	Innovation. New business ideas		3	
4	Business Communication		6	
4.1.	Conflicts at work. Conflict management.		3	
4.2.	Customer service. Solving problems		3	
5	Business Ethics		6	
5.1.	Unethical business practices		4	
5.2.	Case studies		2	
	Total:		30	

III. FORMS OF CONTROL:

No.	TYPE AND FORM OF CONTROL	№	extracurricular, h.
1.	Midterm control		
1.1.	Test	2	20
1.2.	Home assignments	2	20
1.3.	Presentation	1	10
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. Shtereva, S., Yohanova, S., *Business essentials*, Publishing house Science and economics, Varna, 2020
2. O’Keeffe, M. et al., *Business Partner*, Coursebook with digital resources, B1, Pearson, 2018

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Asparuhova, I., Yohanova, S., *A short course in Business English for Students of Economics*, Publishing house Science and economics, Varna, 2014
2. Dubicka, I. et al., *Business Partner*, Coursebook with digital resources, B2, Pearson, 2019
3. O’Keeffe, M. et al., *Business Partner*, Coursebook with digital resources, A2, Pearson, 2019
4. Richardson, K. et al., *The Business*, Macmillan, 2016
5. Shtereva, S., Genova, M., *Business Highlights*, Publishing house Science and economics, Varna, 2014
6. Shtereva, S., Asparuhova, I. & Yohanova, S., *English for Microeconomics and Macroeconomics*, Publishing house Science and economics, Varna, 2016
7. Prominence Interactive e-book, 2020, available at: https://www.prominenceproject.eu/index.php/prominence-interactive/study-guide/study-module/e-book/?fbclid=IwAR1Vax-Z-8E5UeEBH-BIADvNH-wyjgE1rC6sKUMKrOhgdbbYN_E1CEFMycE

