**ИКОНОМИЧЕСКИ УНИВЕРСИТЕТ - В А Р Н А**

**Ф А К У Л Т Е Т ИНФОРМАТИКА**

**КАТЕДРА ЕЗИКОВО ОБУЧЕНИЕ И КОМУНИКАЦИИ**

 **У Ч Е Б Н А П Р О Г Р А М А**

**ПО ДИСЦИПЛИНАТА: “ Английски език за докторанти - ниво C1 ”;**

**ХОРАРИУМ: общо: 60 ч. упражнения**

**РАЗПРЕДЕЛЕНИЕ НА ХОРАРИУМА СЪГЛАСНО УЧЕБНИЯ ПЛАН**

|  *ВИД УЧЕБНИ ЗАНЯТИЯ* | ***ХОРАРИУМ, ч.*** | ***СЕДМИЧНА НАТОВАРЕНОСТ, ч..*** |
| --- | --- | --- |
| ЛЕКЦИИУПРАЖНЕНИЯКОНТРОЛНИ ЗАДАЧИ:Тестове, казуси, контролни, курсова работа, изпит | 604 |  |

1. **А Н О Т А Ц И Я**

*The module has been developed to answer the needs of doctoral students to develop their business English knowledge to a higher level. The course is very flexible, it is focused on delivering a balance of language training and academic and business skills improvement. It broadens the students’ academic vocabulary and develops their linguistic skills making them able to communicate more confidently and effectively in their work or study environment. The content is based on authentic articles, interviews, short video films from leading media companies. Emphasis is on language and skills needed to present scientific information in spoken and written English in a variety of professional situations.*

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**II. ТЕМАТИЧНО СЪДЪРЖАНИЕ**

**1 st semester**

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| --- | --- | --- |
| **No. по ред** | **НАИМЕНОВАНИЕ НА ТЕМИТЕ И ПОДТЕМИТЕ** | **БРОЙ ЧАСОВЕ** |
|  |  | **Л** | **СЗ** | **ЛУ** |
| **Unit 1 Innovations** |  | **7** |  |
| 1.1 | An innovative approach |  |  |  |
| 1.2 | How innovators think |  |  |  |
| 1.3 | Communication skills. Pitching your ideas |  |  |  |
| 1.4 | Business skills. Engaging presentations |  |  |  |
| 1.5 | Writing: Investment research |  |  |  |
| 1.6 | Business workshop 1 Innovative thinking |  |  |  |
| 1.7 | Academic skills: academic essay; drafting an introduction |  |  |  |
| **Unit 2 Life cycle** |  | **7** |  |
| 2.1 | A circular economy |  |  |  |
| 2.2 | Product life cycles |  |  |  |
| 2.3 | Communication skills. Reformulating and clarifying |  |  |  |
| 2.4 | Business skills. Effective meetings |  |  |  |
| 2.5 | Writing: Minutes of a meeting |  |  |  |
| 2.6 | Business workshop 2 Achieving a circular economy |  |  |  |
| 2.7 | Academic skills: planning an essay; complex noun phrase |  |  |  |
|  | **Unit 3 Finance and investment** |  | **7** |  |
| 3.1 | How traders work |  |  |  |
| 3.2 | Financial investments |  |  |  |
|  3.3 | Communication skills. Challenging facts |  |  |  |
|  3.4 | Business skills. Exploring options |  |  |  |
| 3.5 | Writing: Budget report |  |  |  |
| 3.6 | Business workshop 3 financial strategy |  |  |  |
| 3.7 | Academic skills: drafting and building arguments  |  |  |  |
|  | **Unit 4 Disruptors** |  | **7** |  |
| 4.1 | Disruptors in business |  |  |  |
| 4.2 | Disruptive innovations |  |  |  |
| 4.3 | Communication skills. Finding solutions |  |  |  |
| 4.4 | Business skills. Reporting and planning |  |  |  |
| 4.5 | Writing. Supply chain choices |  |  |  |
| 4.6 | Business workshop 4 disruption – planning ahead |  |  |  |
| 4.7 | Academic skills: describing trends and processes. |  |  |  |
|  | **Final Test** |  | **2** |  |
| **Total :** |  | **30** |  |

 **2nd semester**

|  |  |  |
| --- | --- | --- |
| **No. по ред** | **НАИМЕНОВАНИЕ НА ТЕМИТЕ И ПОДТЕМИТЕ** | **БРОЙ ЧАСОВЕ** |
|  |  | **Л** | **СЗ** | **ЛУ** |
| **Unit 5 Customer engagement** |  | **7** |  |
| 5.1 | Marketing strategies  |  |  |  |
| 5.2 | Persuasion |  |  |  |
| 5.3 | Communication skills. Presenting research data |  |  |  |
| 5.4 | Business skills. Building relationships on trust. |  |  |  |
| 5.5 | Writing: Advertising copy |  |  |  |
| 5.6 | Business workshop 5 The art of persuasion |  |  |  |
| 5.7 | Academic skills: prediction, generating ideas, describing problems. |  |  |  |
| **Unit 6 The business of tourism** |  | **7** |  |
| 6.1 | The impact of tourism |  |  |  |
| 6.2 | Evolving tourism |  |  |  |
| 6.3 | Communication skills. Business networking. |  |  |  |
| 6.4 | Business skills. Storytelling in presentations |  |  |  |
| 6.5 | Writing: Email to a business partner |  |  |  |
| 6.6 | Business workshop 6 Sustainable business travel |  |  |  |
| 6.7 | Academic skills: describing research methods, emphasis. |  |  |  |
|  | **Unit 7 Managing conflict** |  | **7** |  |
| 7.1 | Workplace clashes |  |  |  |
| 7.2 | The road to reconciliation |  |  |  |
|  7.3 | Communication skills. Giving support and guidance |  |  |  |
|  7.4 | Business skills. Mediating conflict. |  |  |  |
| 7.5 | Writing: Report on workplace conflict. |  |  |  |
| 7.6 | Business workshop 7 International team conflict |  |  |  |
| 7.7 | Academic skills: Linking ideas . |  |  |  |
|  | **Unit 8 Mindset** |  | **7** |  |
| 8.1 | The entrepreneurial mindset |  |  |  |
| 8.2 | Mindsets |  |  |  |
| 8.3 | Communication skills. Handling a performance review |  |  |  |
| 8.4 | Business skills. Action learning |  |  |  |
| 8.5 | Writing. Self assessment. |  |  |  |
| 8.6 | Business workshop 8 Encouraging personal growth |  |  |  |
| 8.7 | Academic skills: summary and conclusions, avoiding repetition. |  |  |  |
|  | **Final Test** |  | **2** |  |
| **Total :** |  | **30** |  |

**IV. ФОРМИ НА КОНТРОЛ:**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.****по ред** | **ВИД И ФОРМА НА КОНТРОЛА** | **Брой в сем.** | **ИАЗ ч.** |
|  |
| **1.** | **Текущ контрол** |  |  |
| 1.1. | Mid- term Tests  | **2** | **20** |
| 1.2. | Final Tests | **2** | **20** |
| 1.3. | Home assignments | **2** | **20** |
| **ОБЩО:** | **6** | **60** |
| **2.** | **Последващ контрол** |  |  |
| 2.1. |  |  |  |
| **ОБЩО:** | **6** | **60** |

**V. ЗАДЪЛЖИТЕЛНА ЛИТЕРАТУРА:**

1. **“Business partner C1” – Dubicka, I; Rosenberg, M; O’Keeffe, M.; Dignen, B., Hogan. M; - Pearson , 2020**
2. **“Cambridge Academic English” – Hewings, M, CUP. 2012**

**VI. ПРЕПОРЪЧИТЕЛНА ЛИТЕРАТУРА:**

1. **“Business Vocabulary in Use – Advanced “Mascull, B. – CUP, 2010**
2. **“Check your vocabulary for Academic English “– Porter, D.; A&C Black London, 2007**
3. **“Academic Vocabulary in Use”- McCarthy, M.; O’Dell, F.; CUP, 2008**
4. **“Cambridge English for Scientists “ – Armer. T; CUP, 2011**