

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: 3; SEMESTER: 5;

TOTAL STUDENT WORKLOAD: 90 hours; including curricular 30 hours

CREDITS: 3

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

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

Prepared by:

1.
(Senior lecturer Kristana Ivanova)

2.
(Senior lecturer Nikolay Stefanov)

Head of Department:
of Western European Languages (Senior lecturer Sonia Shtereva)

I. ANNOTATION

This course aims at developing students' skills for successful business in English by developing their business communication skills, academic and professional core skills.

Students use textbooks appropriate for their language competence. The textbook's online digital resources provide video and audio materials for each topic, interactive video activities, reading databases, functional language databases, writing databases, and self-evaluation databases.

The learning process is interactive, with students presenting, role playing and discussing case studies. On completion of the course, students should be able to read and understand business articles from leading publications such as the Economist and the Financial Times. Students should be able to watch and understand business programmes such as Bloomberg TV. They should be able to present business ideas cohesively and discuss business topics critically.

Students should have developed competitive advantages and they should be ready to work globally, in international or virtual teams.

II. THEMATIC CONTENT

No. по ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1.	The Social Media		6	
1.1	Types of SNS (social networking sites)		2	
1.2	SMEs and SNSs: developing business		2	
1.3	Communication challenges today		2	
2.	Resources		6	
2.1	Important resources		2	
2.2	Natural resources: Farming land; rare earth elements		2	
2.3	Global measures to protect environment		2	
3.	Developing a career		6	
3.1	Job application procedures – new trends		2	
3.2	Working in international and virtual teams		2	
3.3	SMART objectives in recruitment		2	
4.	Unique selling points		6	
4.1	Social media marketing (SMM)		2	
4.2	Types of advertisements, commercials		2	
4.3	Multisensory advertising / branding / marketing		2	
5.	Funding & Investment & Budgeting		6	
5.1	Raising start-up capital; Crowdfunding		2	
5.2	Budgeting		2	
5.3	Business communication in virtual teams		2	
	Total:		30	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
1.	Midterm control		
1.1.	Presentations	1	10
1.2.	Writing assignments	2	20
1.3.	Test (open and multiple-choice questions)	2	20
	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. Dubicka, I. et al., *Business Partner*, Coursebook with Digital Resources, C1, Pearson, 2020

RECOMMENDED (ADDITIONAL) LITERATURE:

Webliography

1. Prominence Interactive E-book (2020)
Prominence Project: <https://www.prominenceproject.eu/index.php/prominence-interactive/study-guide/study-module/e-book/>
2. The Economist www.economist.com
3. The Financial Times: www.ft.com
4. The New York Times, the business pages www.nytimes.com
5. Learning Business English with the BBC:
<http://www.bbc.co.uk/worldservice/learningenglish/business/>
6. Learning Business English with the BBC and the Open University:
<http://www.open.edu/openlearn/money-management>
7. Learning Business English with British Council:
<https://learnenglish.britishcouncil.org/business-english>
8. The National Public Radio www.npr.org

9. Bloomberg TV

www.bloomberg.com