

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: 3

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 Diana Miteva)
2.
(Senior Lecturer Aneta Stefanova)

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

N	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1.	Globalization		6	
1.1	Aspects of globalization.		2	
1.2	Global challenges.		2	
1.3	Global culture. Global languages.		2	
2.	Global markets		6	
2.1	Global trends. Outsourcing. WTO.		2	
2.2	Global sustainability.		2	
2.3	Globalization trilemma: globalization, democratic rights, sovereignty.		2	
3.	Innovation		6	
3.1	Technology. Design		2	
3.2	Digitalization.		2	
3.3	Digital disruptors.		2	
4.	Leadership		6	
4.1	Change management.		2	
4.2	Leadership.		2	
4.3	Global leadership.		2	
5.	Personal development		6	
5.1	Careers and personal development.		2	
5.2	The global job market.		2	
5.3	Communication in international teams.		2	
	Total:		30	

III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
1.	Midterm control		
1.1.	Presentation	2	20
1.2.	Written assignment	2	20
1.3.	Project	1	10
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., Genova, M., *Business Highlights*, Science and economics, Varna, 2014

RECOMMENDED (ADDITIONAL) LITERATURE:

3. Asparuhova, I., Yohanova, S., *A short course in Business English for Students of Economics*, Science and economics, Varna, 2014
4. Dubicka, I. et al., *Business Partner, Coursebook with Digital Resources, C1*, Pearson, 2020
5. O'Keeffe, M. et al., *Business Partner, Coursebook with Digital Resources, B1*, Pearson, 2018
6. Prominence Interactive e-book, available at:
https://www.prominenceproject.eu/index.php/prominence-interactive/study-guide/study-module/e-book/?fbclid=IwAR1Vax-Z-8E5UeEBH-BIADvNH-wyJgE1rC6sKUMKrOhgdbsYN_E1CEFMycE
7. Richardson, K. et al., *The Business*, Macmillan, 2016
8. Shtereva, S., Asparuhova, I. & Yohanova, S., *English for Microeconomics and Macroeconomics*, Science and economics, Varna, 2016
9. Smith, A., *Best Commercial Practice*, Eli S.R.L., 2014 (Ch 7. Globalisation)
10. Video (U 18, Globalization trilemma): <https://core-econ.org/the-economy/book/text/0-7-resources-list.html#videos>
11. Video (Leadership and globalization):
<https://www.mckinsey.com/featured-insights/leadership/is-globalization-in-retreat-three-global-ceos-share-their-insights>