

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: ENGLISH LANGUAGE

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

YEAR OF STUDY: 1; SEMESTER: 1;

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.
(Sen. Lecturer Sylvia Yohanova)

2.
(Sen. Lecturer Yuliyana Todorova)

Head of Department
of Western European Languages:.....

(Sen. Lecturer Sonia Shtereva)

I. ANNOTATION

The course aims at introducing the students into basic terms and notions of the business content through carefully designed exercises for reading and listening. Communicative and academic skills are developed, especially those for active communication through speaking and writing. All this enlarges considerably the specialized vocabulary of the first-year students and creates a solid ground for the second semester.

In the course, students will debate up-to-date business issues; they will participate in case studies and role plays, mock interviews; they will prepare presentations, they will improve their overall language skills through a wide range of common business topics, such as setting up a company, applying for a job, dealing with customers. The Business English course is designed to prepare students for their future work environment.

In case the students' level of language competence in a particular group ranges between B1-B2 in accordance with the Common European language framework, the instructor may decide to choose between textbooks as listed below (IV. Literature).

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1.	Companies		6	
1.1	Types of business organizations. Company operations.		2	
1.2	Company structure.		2	
1.3	Dealing with customers. Telephoning and customer care.		2	
2.	Careers		6	
2.1	Recruitment. Employability skills.		2	
2.2	The job application process		2	
2.3	Performance		2	
3.	Production		6	
3.1	Products, goods and services		3	
3.2	Product launching		3	
4.	Marketing		6	
4.1	Promotional tools. Advertising		3	
4.2	Brands		3	
5.	Money matters		6	
5.1	Finance and accounting		3	
5.2	Banking. The Banking system. Banking services.		3	
	Total:		30	

No.	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
1.	Midterm control		
1.1.	Test	2	20
1.2.	Home assignments	2	20
1.3.	Presentation	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. 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-wyJgE1rC6sKUMKrOhgdbSYN_E1CEFMycE