

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
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: FOREIGN LANGUAGE - ENGLISH

DEGREE PROGRAMME: All majors; MASTER'S DEGREE

YEAR OF STUDY: 5; SEMESTER: 10

TOTAL STUDENT WORKLOAD: 90 hours; incl. curricular 30 hours

CREDITS: 3

WORKING LANGUAGE: ENGLISH

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 Svilen Iliev)

2.
(Senior Lecturer Sylvia Yohanova)

Head of Department:
of Western European Languages (Senior Lecturer Sonya Shtereva)

I. ANNOTATION

This Business English module is designed to respond to the students' needs to progress in their Business studies. The course introduces some main areas of Business English and improves students' overall linguistic fluency. Students build up confidence and develop their reading, writing, listening and speaking skills by a variety of practical tasks which include: reading and discussing authentic articles on a wide range of business topics; learning essential business vocabulary; expressing opinions on different business issues; listening to authentic interviews or lectures and developing note-taking skills; developing strategies for telephoning, networking; having the opportunity to understand how business works in different cultures, etc.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		I	S	L.E
1.	Market research		6	
1.1	Types of market research.		2	
1.2	Terms in market research.		2	
1.3	How market research affects brands.		2	
2.	Management		6	
2.1	Manager or mentor.		2	
2.2	How can bosses help develop staff.		2	
2.3	Giving back.		2	
3.	Challenges		6	
3.1	Environmental challenges.		2	
3.2	Climate change.		2	
3.3	Sustainable solutions.		2	
4.	Global mobility		6	
4.1	Secondments abroad.		2	
4.2	Experiences of secondments and relocations.		2	
4.3	Relocating to a new country.		2	
5.	Alliances		6	
5.1	Strategic alliances.		2	
5.2	Mergers and acquisitions.		2	
5.3	Choosing a partner.		2	
	Total:		30	

III. FORMS OF CONTROL:

No.	TYPE AND FORM OF CONTROL	No.	extracurricular, h.
1.	Ongoing assessment		
1.1.	Test	1	10
1.2.	Presentation	1	10
1.3.	Software projects	2	20
	Total for ongoing assessment:	4	40
2.	End-of-term control		
2.1.	End-of-term exam	1	20
	Total for end-of-term control:	1	20
	Total for all forms 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*, Workbook, B2+, Pearson, 2019.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Dubicka, I. et al., *Business Partner*, Coursebook with Digital Resources/Workbook, C1, Pearson, 2020.
2. MyEnglishLab - Pearson English Portal / <https://www.pearson.com/english/portal.html>.
3. Dubicka, I., Margaret O'Keefe, *Market Leader* - Advanced course pack, Pearson, 2011.
4. Daniels, J., L. Radebaugh, D. Sullivan, *International Business - Environments and Operations*, Pearson, 2019.
5. Smith, A., *Best Commercial Practice*, Eli S.R.L., 2014.
6. Asparuhova, I., Yohanova, S., *A short course in Business English for Students of Economics*, Science and Economics Publishing House, Varna, 2014.