

**UNIVERSITY OF ECONOMICS – VARNA**  
**FOREIGN LANGUAGES DEPARTMENT**

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**APPROVED BY**

**Rector:**

(Prof. Dr. Plamen Iliev,)

**SYLLABUS**

**COURSE: “ FOREIGN LANGUAGE ENGLISH”;**

**PROGRAMME: All majors; Bachelor’s Degree**

**YEAR OF STUDY: 1st ; SEMESTER: 1st;**

**TOTAL STUDENT WORKLOAD: 90 h.; incl. Curricular: 30 h.**

**ECTS: 3**

**DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURS</i>	<i>WORKLOAD, h.</i>	<i>CLASSES PER WEEK.</i>
LECTURES	0	0
SEMINARS	30	2
EXTRACURRICULAR	60	

**PREPARED BY:**

1. ....  
(senior lecturer S.Yohanova)
2. ....  
(senior lecturer M.Genova)

**HEAD OF DEPARTMENT: .....**

West European Languages (senior lecturer S. Shtereva)

## I. ANNOTATION

This Business English module is designed to respond to the students' needs to progress in their Business studies or related degree programs. The course objectives are to introduce students to the main areas of Business English and improve their overall linguistic fluency. During the course students build up confidence and develop their 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; listening to authentic interviews and lectures and developing note-taking skills; they take part in meetings, role-plays, prepare presentations, have the opportunity to understand how business works in different cultures, etc. By course completion students must be able to understand, summarize, interpret a variety of business data, and present it accordingly; express opinions on different business issues; write business letters; use English in different social situations such as telephoning, networking, negotiating, etc. Students master a whole repertoire of different skills which are necessary to participate in an increasingly international work environment.

## II. THEMATIC CONTENT

No.	TITLE OF UNITS AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
1	<b>Companies</b>		<b>4</b>	
1.1	Types of business organizations. Company operations.		2	
1.2	Company structure. Dealing with customers		2	
2.	<b>Management</b>		<b>4</b>	
2.1	Management styles. Leadership. Business leaders and success stories.		2	
2.2	Work and motivation.		2	
3	<b>Money matters</b>		<b>6</b>	
3.1	Finance and Accounting. The stock markets.		3	
3.2	Banking. The Banking system. Banking services.		3	
4	<b>Careers.</b>		<b>4</b>	
4.1	Job application process. Recruitment.		2	
4.2	Performance.		2	
5	<b>Development</b>		<b>6</b>	
5.1	Economic development.		2	
5.2	Business and the Environment.		2	
5.3	Innovations		2	
6.	<b>Marketing</b>		<b>4</b>	
6.1	Promotional tools. Advertising.		2	
6.2	Brands.		2	
	<b>Revision. Test</b>		<b>2</b>	
	<b>Total:</b>		<b>30</b>	

**III. FORMS OF CONTROL:**

No. by row	TYPE AND FORM OF CONTROL	No/week	Extracurricular hours
<b>1.</b>	<b>Midterm control</b>		
1.1.	Project work – on a predefined theme	<b>1</b>	<b>10</b>
1.2.	Written assignments on a given topic	<b>2</b>	<b>20</b>
1.3.	Test (mixed type questions)	<b>2</b>	<b>20</b>
	<b>Total mid-term control:</b>	<b>5</b>	<b>50</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	<b>1</b>	<b>10</b>
	<b>Total final term control:</b>	<b>1</b>	<b>10</b>
	<b>Total for all types of control:</b>	<b>6</b>	<b>60</b>

**IV. LITERATURE****REQUIRED (BASIC) LITERATURE:**

1. “Market Leader New Edition”- D. Cotton, D.Falvey, S.Kent, Pearson/ Longman
2. “Intelligent Business” - Christine Johnson, 2005 Pearson/Longman
3. “The Business”- Level A2-B1, Karen Richardson, Marie Kavanagh and John Sydes  
Paul Emmerson, MacMillan

with

**RECOMMENDED (ADDITIONAL) LITERATURE:**

1. “Market Leader – Accounting and Finance” Sara Helm, Longman
2. “Build your business vocabulary” John Fowler LTP Business
3. ”Financial English” Ian Mackenzie, Thomson&Heinle
4. ”English for Business Studies” Ian Mackenzie; CUP 2001
5. “Business Benchmark” Norman Whitby; CUP 2006
6. “Communicating in Business” Simon Sweeney; CUP
7. Essential Business Vocabulary Builder (A2 – B1) – Paul Emmerson, MacMillan
8. “Meetings in English”, Bryan Stephens
9. Business Grammar Builder- Level B1/B2, Paul Emmerson