

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	UNIVERSITY OF ORADEA
1.2 Faculty	FACULTY OF ECONOMIC SCIENCES
1.3 Department	DEPARTMENT OF INTERNATIONAL BUSINESS
1.4 Field of study	ECONOMICS AND INTERNATIONAL BUSINESS
1.5 Cycle of study	CYCLE I - BACHELOR
1.6 Program of study /Degree	INTERNATIONAL BUSINESS / BACHELOR DEGREE

2. Information regarding the discipline

2.1 Name of discipline	Commercial Correspondence in English I.1						
2.2 Course titleholder	lecturer Anamaria-Mirabela POP PhD						
2.3 Seminar titleholder	lecturer Anamaria-Mirabela POP PhD						
2.4 Year of study	III	2.5 Semester	V	2.6 Type of assessment	CV.	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	4	out of which: 3.2 course	2	3.3 seminar	2
3.4 Total of hours in Curriculum	56	out of which: 3.5 course	28	3.6 seminar	28
Distribution of hours:					44 hours
Studying the workbook, course book, bibliography and notes					22 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					6 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					12 hours
Tutorship					0 hour
Assessment activities					4 hours
Other activities.....					0 hour
3.7 Total hours of individual study	44				
3.9 Total hours/semester	100				
3.10 Number of credits	3				

4. Pre-requisites (if applicable)

4.1 curriculum	-
4.2 skills	-

5. Conditions (if applicable)

5.1. concerning the course activities	Distance Learning Platform/ https://e.uoradea.ro
5.2. concerning the seminar/laboratory activities	Distance Learning Platform/ https://e.uoradea.ro

6. Specific skills acquired	
Professional skills	<p>C1. Designing studies regarding the domestic and international business environment for business enterprises, private and public institutions, with activity in the field of international businesses</p> <p>C1.2 Explaining the key concepts and methodologies of interpretation of phenomena and processes faced by public and private organizations in international business</p> <p>C1.4 Analysing some typical empirical situations and critical assessment of the methodologies used in the study of international business of public communities and private organizations</p>
Transversal Skills	<p>CT1. Applying the principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work.</p> <p>CT2. Identifying the roles and responsibilities in a multi-specialized team and using the relationship techniques and efficient work in the team.</p> <p>CT3. Identifying the opportunities of continuous formation and values – the efficient implementation of the resources and educational techniques for the personal development.</p>

7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	<ul style="list-style-type: none"> • to gain communication skills appropriate to potentially real circumstances in the economic field;
7.2 Specific objectives	<ul style="list-style-type: none"> • to explain and interpret various specialized terms in English; • to acquire linguistic skills involved in the interpretation and translation of texts from the field of economics; <ul style="list-style-type: none"> • to learn techniques of editing and completing specialized documents in English; • to make the best and most creative use of own potential in professional activities; • to know and appropriately use specialized terminology and grammatical structures; • to acquire documentation skills, in English, in the field of specialty.

8. Contents

8.1 Course (C)	Teaching methods	Observations
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8.1.1.	Communication and culture. What is communication?	discourse, interactive methods	
8.1.2.	Verbal communication. Languages	discourse, interactive methods	
8.1.3.	Nonverbal communication. Characteristics and types	discourse	
8.1.4.	Environment language	discourse	
8.1.5.	Body language	discourse, interactive methods	
8.1.6.	Object language	discourse	
8.1.7.	Proxemics – public space, social space, personal space, intimate space	discourse, interactive methods	
8.1.8.	Communication in business	discourse	
8.1.9.	Writing with precision – styles of business correspondence	discourse	
8.1.10.	Rules for business correspondence	discourse, interactive methods, using audio devices	
8.1.11.	Content and style of business correspondence	discourse, interactive methods	
8.1.12.	Business letters in English	discourse, learning by discovery	
8.1.13.	Business letters formats	discourse, interactive methods	
8.1.14.	Test	assessment	
<p>Bibliography</p> <ol style="list-style-type: none"> 1. Foster, Dean Allen, <i>Bargaining across Borders. How to Negotiate Business Successfully Anywhere in the World</i>, McGraw-Hill, Inc., 1995. 2. Gesteland, Richard R., <i>Cross-Cultural Business Behaviour</i>, Handelshojskolens Forlag, Copenhagen, 1997. 3. Hall, E. T., <i>The Silent Language</i>, Garden City, New York: Anchor Press/Doubleday, 1990. 4. Lewis, R. D., <i>When Cultures Collide: Managing Successfully Across Cultures</i>, London: Nicholas Brealey, 1993. 5. Sweeney, S., <i>English for Business Communication: Second Edition</i>, Cambridge University Press, 2003 6. Pop, M., <i>Business Correspondence in English</i>, Editura Universităţii din Oradea, 2007. 7. Materiale disponibile pe platforma Distance Learning: https://distance.iduoradea.ro/course/view.php?id=5133 / https://e.uoradea.ro 			
8.2 Seminar (S)		Teaching methods	Observations

8.2.1.	Basic aspects to communication	interactive methods, role play	
8.2.2.	Encoding and sending messages	interactive methods	
8.2.3.	English – <i>de facto</i> language. Non-verbal messages. Non-verbal signals	interactive methods	
8.2.4.	Environment language – environment settings	interactive methods	
8.2.5.	Common types of body language	interactive methods	
8.2.6.	Symbols and their meanings	interactive methods	
8.2.7.	The space around us. Gestures	interactive methods	
8.2.8.	Formal vs. Informal communication– applications	interactive methods	
8.2.9.	Writing business letters - applications	interactive methods	
8.2.10.	Parts of a business letter	interactive methods, role play	
8.2.11.	Content and style of business correspondence	interactive methods	
8.2.12.	Business letters in English	interactive methods	
8.2.13.	Business letters formats	interactive methods	
8.2.14.	Test	assessment	
8.3 Laboratory (L)			
8.4 Project (P)			
8.4.1.	Basic aspects to communication	interactive methods, role play	
8.4.2.	Encoding and sending messages	interactive methods	
8.4.3.	English – <i>de facto</i> language. Non-verbal messages. Non-verbal signals	interactive methods	
8.4.4.	Environment language – environment settings	interactive methods	
8.4.5.	Common types of body language	interactive methods	
8.4.6.	Symbols and their meanings	interactive methods	
8.4.7.	The space around us. Gestures	interactive methods	
8.4.8.	Formal vs. Informal communication– applications	interactive methods	
8.4.9.	Writing business letters - applications	interactive methods	
8.4.10.	Parts of a business letter	interactive methods, role play	
8.4.11.	Content and style of business correspondence	interactive methods	
8.4.12.	Business letters in English	interactive methods	
8.4.13.	Business letters formats	interactive methods	
8.4.14.	Test	assessment	
8.5 Practical works (P)			
Bibliography			
<ol style="list-style-type: none"> 1. Foster, Dean Allen, <i>Bargaining across Borders. How to Negotiate Business Successfully Anywhere in the World</i>, McGraw-Hill, Inc., 1995. 2. Gesteland, Richard R., <i>Cross-Cultural Business Behaviour</i>, Handelshojskolens Forlag, Copenhagen, 1997. 3. Hall, E. T., <i>The Silent Language</i>, Garden City, New York: Anchor Press/Doubleday, 1990. 4. Lewis, R. D., <i>When Cultures Collide: Managing Successfully Across Cultures</i>, London: Nicholas Brealey, 1993. 5. Sweeney, S., <i>English for Business Communication: Second Edition</i>, Cambridge University Press, 2003 6. Pop, M., <i>Business Correspondence in English</i>, Editura Universităţii din Oradea, 2007. 7. Materiale disponibile pe platforma Distance Learning: https://distance.iduoradea.ro/course/view.php?id=5133 / https://e.uoradea.ro 			

9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

- The topics covered are bound to build communication skills and provide students with specific terminology, useful language elements and structures of communication, to establish business relations

with foreign partners.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	- correctness and completeness of knowledge; -logical consistency and ability to work with acquired knowledge; - the degree of assimilation of the language of specialty;	Online written exam on the Learning Distance Platform / https://e.uoradea.ro	50%
10.5 Seminar (S)	-writing and delivering a project	Online intermediary test (semester assessment) on the Learning Distance Platform / https://e.uoradea.ro	25%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard			
• Weekly assignments posted on the Distance Learning platform / https://e.uoradea.ro – 25%			

Date	Course titleholder:	Seminar titleholder:
25.09.2020	Lecturer Anamaria-Mirabela POP PhD	Lecturer Anamaria-Mirabela POP PhD
	E-mail address:	E-mail address:
	mipop@uoradea.ro	mipop@uoradea.ro

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Associate Professor Liana-Eugenia MEȘTER PhD

Date of approval in the Department:

28.09.2020

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Date of approval in The Council of the Faculty of Economic Sciences:

Dean,

30.09. 2020

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