

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	Business English I.3						
2.2 Course titleholder	Lecturer Monica-Ariana SIM PhD						
2.3 Seminar/ laboratory titleholder	Lecturer Monica-Ariana SIM PhD						
2.4 Year of study	II	2.5 Semester	III	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	1	3.3 seminar/laboratory	2,1
3.4 Total of hours in Curriculum	56	out of which: 3.5 course	14	3.6 seminar/ laboratory	28,14
Distribution of hours:					44
Studying the workbook, course book, bibliography and notes					11
Supplementary documentation in the library, on electronic specialty sites and in the field					11
Preparing seminars/laboratories, themes, projects, portfolios and essays					10
Tutorship					1
Assessment activities					1
Other activities.....					-
3.7 Total hours of individual study	44				
3.9 Total hours/semester	100				
3.10 Number of credits	4				

4. Pre-requisites (if applicable)

4.1 curriculum
4.2 skills

5. Conditions (if applicable)

5.1. concerning course activities	Room with videoprojector
5.2. concerning seminar/laboratory activities	Room with computers and videoprojector

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

7.1 General objective of discipline	<ul style="list-style-type: none"> ▪ gaining communication skills appropriate to potentially real circumstances in the economic field; ▪ knowledge and appropriate usage of specialized terminology and grammatical structures; ▪ acquiring documentation skills, in English, in the field of specialty.
7.2 Specific objectives	<ul style="list-style-type: none"> ▪ explanation and interpretation of various specialized terms in English; ▪ acquiring linguistic skills involved in the interpretation and translation of texts from the field of economics; ▪ learning techniques of editing and completing specialized documents in English; ▪ making best and most creative use of own potential in professional activities

8. Contents

8.1 Curs (C)	Metode de predare	Observații
8.1.1. Management	expunere, conversația, exemplul demonstrativ, descoperire dirijată	
8.1.2. Organisation of business (I)	expunere, conversația, exemplul demonstrativ, descoperire dirijată	
8.1.3. Organisation of business (II)	expunere, conversația, descoperire dirijată	
8.1.4. Forms of business organisations	expunere, conversația, exemplul demonstrativ, descoperire dirijată	
8.1.5. Private vs. Public companies	expunere, conversația, exemplul demonstrativ, descoperire dirijată	
8.1.6. Business venture – starting a new business	expunere, conversația, exemplul demonstrativ, descoperire dirijată	
8.1.7. Presentation of a business plan	expunere, conversația, exemplul demonstrativ, descoperire dirijată	
8.1.8. Discussion of the main component elements of a business plan	conversația, exemplul demonstrativ, descoperire dirijată	
8.1.9. Internal structure of a company (I)	expunere, conversația, exemplul demonstrativ,	
8.1.10. Internal structure of a company (II)	expunere, conversația, exemplul demonstrativ,	
8.1.11. Marketing	expunere, conversația, exemplul demonstrativ, descoperire dirijată	
8.1.12. Advertising	expunere, conversația, exemplul demonstrativ, descoperire dirijată	
8.1.13. Marketing and sales (I)	expunere, conversația, exemplul demonstrativ, descoperire dirijată	
8.1.14. Marketing and sales (II)	expunere, conversația, exemplul demonstrativ, descoperire dirijată	
Bibliografie 1. Pop, M., Sim, M. – <i>Let's be in Business</i> , Editura Universității din Oradea, 2004		
8.2 Seminar (S)/ Laboratory (L)	Metode de predare	Observații

Management Styles	expunerea, sinteza cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
What is an organisation?	expunerea, sinteza cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
What is a company?	expunerea, sinteza cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
Sole proprietor, partnership, sleeping partners, shareholders, high/low geared companies	expunerea, sinteza cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
The structure of private/public companies	expunerea, sinteza cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
Drawing up a business plan.	expunerea, sinteza cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
Presentation of the students' business plans – <i>My company</i>	expunerea, sinteza cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
Presentation of the students' business plans – <i>My company</i>	expunerea, sinteza cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
The organisation chart	expunerea, sinteza cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
The Board of Directors	Ppt presentation	
Global marketing. Logo image	expunerea, sinteza cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
Brand, packing and labelling	expunerea, sinteza	

	cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
Planning the marketing campaign	expunerea, sinteza cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
Soft sell vs. Hard sell	expunerea, sinteza cunoștințelor, clarificare conceptuală, activități de grup, descoperire dirijată, conversația, problematizarea	
Bibliografie <ol style="list-style-type: none"> 2. Brookes, M., Horner, D. – <i>Business English – Engleza pentru afaceri</i>, Editura Teora, București, 2000 3. Hollinger, A. – <i>Test Your Business English Vocabulary</i>, Editura Teora, București, 2000 4. Misztal, M. – <i>Test Your Vocabulary</i>, Editura Teora, București, 1999 5. Pop, M., Sim, M. – <i>Let's be in Business</i>, Editura Universității din Oradea, 2004 		

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 exam: matching, fill in drills, t/f -y/n questions, multiple choice test	50%
10.5 Seminar (S)	-writing and delivering a project -- active participation in seminars - ability to use correctly and recognize the specialized terminology and grammatical structures from English for Specific Purposes;	Online oral contributions and posted assignments, tests, daily observation during online classes	40%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)	- active participation in discussions, practical activities, group works - ability to use the specialized terminology	Online oral contributions and posted assignments, practical tests, daily observation during online classes	10%
10.9 Minimum performance standard			
<ul style="list-style-type: none"> • Designing a work/project, in International Business • Designing a work/project, assuming the responsibility of tasks specific to the role of multi-specialized 			

team.

Date	Course titleholder:	Seminar titleholder:
25.09.2020	Lecturer SIM Monica-Ariana PhD E-mail address: ariana_mona@yahoo.com	Lecturer SIM Monica-Ariana PhD E-mail address: ariana_mona@yahoo.com

Director of Department,

Associate Professor Liana-Eugenia MEȘTER, PhD

**Date of approval
in the
Department:**

28.09.2020

Contact data¹:

University of Oradea, Faculty of Economic Sciences, Department of International Businesses
Universității 1, Building Corp F, floor 1, room E119
Zip code 410087, Oradea, Bihor, Romania
Tel.: 0259-408799; Fax: 0259-408409
E-mail: steconomice@uoradea.ro
Web page: <http://steconomiceuoradea.ro>

Dean,

Professor Alina BĂDULESCU, PhD

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

30.09.2020

Contact data²:

University of Oradea, Faculty of Economic Sciences, Dean's Office
Universității 1,
Zip code 410087, Oradea, Bihor, Romania
Tel.: 0259-408109, 0259-408407; Fax: 0259-408409
E-mail: steconomice@uoradea.ro
Web page: <http://steconomiceuoradea.ro>

¹ State the contact information (telephone, e-mail, web page, etc) of the academic institution beneficiary of the *Syllabus*.

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