

**SYLLABUS**  
**Academic year 2024-2025**  
**Year of Study II / Semester II**

**1. Information on academic program**

|  |   |
|--|---|
| 1.1. University                                  | „1 Decembrie 1918” University of Alba Iulia   |
| 1.2. Faculty                                     | Faculty of Economics  |
| 1.3. Department                                  | Business Administration and Marketing   |
| 1.4. Field of Study                              | Business Administration   |
| 1.5. Cycle of Study                              | Bachelor  |
| 1.6. Academic program / Qualification/ ESCO Code | Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts |

**2. Information of Course Matter**

|                    |                                      |               |           |  |    |   |   |
|--------------------|--------------------------------------|---------------|-----------|--|----|---|---|
| 2.1. Course        | Foreign Language-English             |               | 2.2. Code | BA 226.1   |    |   |   |
| 2.3. Course Leader | -                                    |               |           |  |    |   |   |
| 2.4. Seminar Tutor | Lecturer.PhD Maria-Elisabeta Mureşan |               |           |  |    |   |   |
| 2.5. Academic Year | II                                   | 2.6. Semester | II        | 2.7. Type of Evaluation (E – final exam / CE - colloquium examination / CA -continuous assessment) | CA | 2.8. Type of course (C– Compulsory, Op – optional, F - Facultative) | C |

**3. Course Structure (Weekly number of hours)**

|  |  |             |  |                          |       |
|--|--|-------------|--|--------------------------|-------|
| 3.1. Weekly number of hours                  | 2  | 3.2. course |  | 3.3. seminar, laboratory | 2     |
| 3.4. Total number of hours in the curriculum | 28   | 3.5. course |  | 3.6. seminar, laboratory | 28    |
| Allocation of time:                          |  |             |  |                          | Hours |
| a  | Individual study of readers                                    |             |  |                          | 15    |
| b  | Documentation (library)  |             |  |                          | 15    |
| c  | Home assignments, Essays, Portfolios                           |             |  |                          | 15    |
| d  | Tutorials  |             |  |                          | -     |
| e  | Assessment (examinations)                                      |             |  |                          | 2     |
| f  | Other academic activities (study visits, mentoring, projects ) |             |  |                          | -     |

|   |    |
|---|----|
| 3.7 Total number of hours for individual study (a+b+c)        | 45 |
| 3.8 Total number of hours for academic activities (d+e+f+3.4) | 30 |
| 3.9 Total number of hours per semester (3.7+3.8)              | 75 |
| 3.10 Number of ECTS   | 3  |

**4. Prerequisites (where applicable)**

|                       |                               |
|-----------------------|-------------------------------|
| 4.1. curriculum-based | N/A                           |
| 4.2. competence-based | ≥ B1 Level according to CECL. |

**5. Requisites (where applicable)**

|                               |   |
|-------------------------------|---|
| 5.1. course-related           | N/A   |
| 5.2. seminar/laboratory-based | Lecture hall equipped with computer, video projector, projection screen |

**6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)**

|                           |   |
|---------------------------|---|
| Competences/Study results | C1. Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication.   |
| Transversal competences   | CT2. Identifying roles and responsibilities in a multi-specialized team and applying relationship techniques and effective work within the team. Carrying out a work/project, responsibly assuming tasks specific to the role in a multi-specialized team |

## 7. Course objectives (as per the programme specific competences grid)

|                                       |  |
|---------------------------------------|--|
| 7.1 General objectives of the course  | Effective written and oral communication in English.   |
| 7.2 Specific objectives of the course | O1. Defining the main features of oral and written communication, reception and production of texts (including scientific texts in the field of interest), in English;<br>O2. Interpreting the relationship between the oral or written message and its context, explaining the argumentative and message construction techniques in English;<br>O3. Use of information sources with discernment and scientific probity;<br>O4. Organizing debates, building a case study and arguing its structure. |

## 8. Course contents

| 8.1. Course  | Teaching methods  | Remarks |
|--|---|---------|
| N/A  | N/A   | N/A     |
| <b>Bibliography</b>  |   |         |
| 8.1 Seminars   | Teaching methods  | Remarks |
| S1. External influences on businesses. External influences: national, political, international, economic<br>Vocabulary focus- words/phrases used to link ideas | Computer-assisted presentation ( <i>Power Point</i> )                             | 2 hours |
| S2. Vocabulary focus – stress patterns in noun phrases and compounds<br>Vocabulary focus-fixed phrases in academic English                                     | Computer-assisted presentation ( <i>Power Point</i> )                             | 2 hours |
| S3. Environmental issues<br>Vocabulary focus-words and phrases related to environmental issues   | Problematization and learning through discovery. Conversation and text commentary | 2 hours |
| S4. Listening-recognizing the speaker's stance<br>Speaking-building an argument in a seminar   | Problematization and learning through discovery. Conversation and text commentary | 2 hours |
| S5. Company performance – SWOT analysis<br>Vocabulary focus-verbs used to introduce ideas from other sources   | Problematization and learning through discovery. Conversation and text commentary | 2 hours |
| S6. Vocabulary focus-linking words/ phrases conveying contrast, result, reasons  | Problematization and learning through discovery. Conversation and text commentary | 2 hours |
| S7. Case study: responding to external factors<br>Management of change<br>Vocabulary focus-words for quantities  | Problematization and learning through discovery. Conversation and text commentary | 2 hours |
| S8. Reading-understanding how ideas in a text are linked<br>Writing-summarizing a text   | Problematization and learning through discovery. Conversation and text commentary | 2 hours |
| S9. Commercial correspondence. Writing letters of enquiry<br>Asking for catalogues, price-lists, prospectuses  | Problematization and learning through discovery. Conversation and text commentary | 2 hours |
| S10. Asking for details<br>Asking for goods on approval or on sale or return   | Problematization and learning through discovery. Conversation and text commentary | 2 hours |
| S11. Commercial correspondence .Replies and quotations<br>'Selling' your product   | Problematization and learning through discovery. Conversation and text commentary | 2 hours |

|   |   |         |
|---|---|---------|
| S12. Suggesting alternatives<br>Catalogues, price-lists, prospectuses, samples  | Problematization and learning through discovery. Conversation and text commentary | 2 hours |
| S13. Commercial correspondence. Orders<br>Payment, Discounts, Methods of delivery   | Problematization and learning through discovery. Conversation and text commentary | 2 hours |
| S14. Specimen letters and forms: covering letter, order form, acknowledgement of order, advice of despatch<br>Specimen letters:delay in delivery, refusing an order | Problematization and learning through discovery. Conversation and text commentary | 2 hours |

### **Bibliography**

Carolyn Walker with Paul Harvey( 2008),English for Business Studies in Higher Education, Garnet Education.  
Business English Dictionary. (2007). Pearson Longman. New Edition.  
Muresan, M.E.(2018). Commercial Correspondence in English, Alba Iulia, Seria Didactica.  
Ciuciuc, O., Tănăsescu, E. (1999). English for Business Purposes. București: Editura Teora.  
Constantinescu, I., Crocus, A. (1998). Dicționar economic explicativ. București: Editura Economică.  
Harmer, J. (1995). The Practice of English Language Teaching. Longman.  
In Company Dictionary. (2004). Macmillan Publishers Limited.  
Popescu-Furnea, T., & Toma, M. (2003). Reading and Vocabulary for Business Students. Part I, Cluj-Napoca: Casa Cărții de Știință.  
Toma, M., & Popescu-Furnea, T. (2004). Reading and Vocabulary for Business Students. Part II, Cluj-Napoca: Casa Cărții de Știință.

### **9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme**

*The contents of the discipline provide students with notions and skills of inter-cultural communication in business, help them to acquire the business language, to acquire skills and knowledge necessary to pursue a career in the national and international business environment.*

### **10. Assessment**

| Activity                | 10.1 Evaluation criteria  | 10.2 Evaluation methods                                | 10.3 Percentage of final grade |
|-------------------------|---|--|--------------------------------|
| 10.4 Course             | n/a   | n/a  | n/a                            |
| 10.5 Seminar/laboratory | <i>Completing exam tasks with an understanding of requirements and accuracy of expression.<br/>Active and meaningful participation during seminars.</i> | <i>Oral presentation of a written individual study</i> | 25%                            |
|                         | -   |  | 75%                            |

10.6 Minimum performance standard:

*Minimum performance standard:  
Passing the exam requires obtaining a minimum grade 5 (five) in the final exam, to which the points corresponding to the other previously scored activities will be added.  
Development of a complex, lexically rich, and syntactically precise oral or written discourse on a given topic.*

Fill in date  
12.09.2024

Course leader signature  
n/a

Seminar tutor signature  
Lecturer. PhD Maria-Elisabeta Mureșan

Approval date in department  
16.09.2024

Department director's signature,  
Assoc. Prof. PhD. Maican Silvia