

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

**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 215.1			
2.3. Course Leader							
2.4. Seminar Tutor	Lecturer PhD. Mureşan Maria						
2.5. Academic Year	II	2.6. Semester	I	2.7. Type of Evaluation (E – final exam / CE - colloquium examination / CA - continuous assessment)	CE	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C

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

3.1. Weekly number of hours	-	3.2. course	-	3.3. seminar	2
3.4. Total number of hours in the curriculum	28	3.5. course	-	3.6. seminar	28
Allocation of time:					Hours
a	Individual study of readers				20
b	Documentation (library)				15
c	Home assignments, Essays, Portfolios				10
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	
4.2. competence-based	

**5. Requisites (where applicable)**

5.1. course-related	Room with projector and board
5.2. seminar/laboratory-based	Room with projector and board

**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	TC2 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	Defining the main features of oral and written communication, reception and production of texts (including scientific texts in the field of interest), in English; Interpreting the relationship between the oral or written message and its context, explaining the argumentative and message construction techniques in English; Use of information sources with discernment and scientific probity; Organizing debates, building a case study and arguing its structure.

## 8. Course contents

8.1 Course	Teaching methods	Remarks
-	-	-
<b>Bibliography</b>		
8.2 Seminar	Teaching methods	Remarks
S1. Operations: efficiency, costs and quality. Types of production: job, batch, flow Vocabulary focus-compound nouns	<i>Presentation assisted by calculator (Power Point) Conversation and comment of text</i>	2 hours
S2. Vocabulary focus-fixed phrases from business studies Listening- understanding speaker emphasis	<i>Presentation assisted by calculator (Power Point) Conversation and comment of text</i>	2 hours
S3. Efficiency in operations management Vocabulary-nouns from verbs	<i>Problematization and learning by discovery Conversation and comment of text</i>	2 hours
S4. Vocabulary focus-definitions Reading-understanding dependent clauses with passives	<i>Problematization and learning by discovery Conversation and comment of text</i>	2 hours
S5. Managing financial accounts.Japanese management practices Writing- paraphrasing	<i>Problematization and learning by discovery Conversation and comment of text</i>	2 hours
S6. Writing-writing essay plans Writing-writing essays	<i>Problematization and learning by discovery Conversation and comment of text</i>	2 hours
S7. Accounting: management accounting, financial accounting Vocabulary focus-fixed phrases from finance	<i>Problematization and learning by discovery Conversation and comment of text</i>	2 hours
S8. Vocabulary focus-fixed phrases from academic English Listening-using the Cornell note-taking system	<i>Problematization and learning by discovery Conversation and comment of text</i>	2 hours
S9. Balance sheet, profit and loss accounts Speaking-making effective contributions to a seminar	<i>Problematization and learning by discovery Conversation and comment of text</i>	2 hours
S10. Speaking-referring to other people's ideas in a seminar	<i>Problematization and learning by discovery Conversation and comment of text</i>	2 hours
S11. Sources of business finance Vocabulary focus-neutral and marked words	<i>Problematization and learning by discovery Conversation and comment of text</i>	2 hours

S12. Vocabulary focus-fixed phrases from finance Vocabulary focus-fixed phrases from academic English	<i>Problematization and learning by discovery</i>	2 hours
S13. Start-up and expansion finance Reading-inferring implicit ideas	<i>Problematization and learning by discovery</i>	2 hours
S14 Writing-writing situation-problem-solution-evaluation essays Writing-using direct quotations	<i>Problematization and learning by discovery</i>	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.  
Ciuciuc, O., Tănăsescu, E. (1999). English for Business Purposes. București: Editura Teora.  
Constantinescu, I., Crocus, A. (1998). Dictionar economic explicativ. București: Editura Economică.  
Harmer, J. (1995). The Practice of English Language Teaching. Longman.  
In Company Dictionary. (2004). Macmillan Publishers Limited.  
Muresan, M.E.(2018). Commercial Correspondence in English, Alba Iulia, Seria Didactica.  
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	-	-	-
10.5 Seminar/laborator	<i>Quality of expression, effective oral communication in English Quality of expression, effective written communication in English Quantity and quality of knowledge acquired</i>	<i>Oral (O): quiz, homework, tests Practice(P): applications, report</i>	50%  50%
10.6 Minimum performance standard: - It is necessary to obtain a minimum grade of 5 (five) in order to pass this subject; - In order to pass the subject, it is mandatory to take the evaluation test.			

Fill in date  
12.09.2024

Seminar tutor signature  
Lecturer PhD. Maria-Elisabeta Mureșan

Approval date in department  
16.09.2024

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