

“BOGDAN VODĂ” UNIVERSITY OF CLUJ-NAPOCA
FACULTY: ECONOMICS
SPECIALIZATION: MANAGEMENT, MANAGEMENT BAIA MARE,
FINANCES AND BANKING, INFORMATICS FOR ACCOUNTING AND
ECONOMICS
ACADEMIC YEAR: 2010-2011

DISCIPLINE FILE

Discipline	Applied English – Economics				
Code of Discipline	MB1105	Semester	II	Number of credits	3

Faculty	ECONOMICS				Number of hours per semester				
Field					Total	C	S	L	P
Specialization	MANAGEMENT, FIRST YEAR				26		S		

Instructional category of discipline FD – fundamental, GD– general, SD – specific, ED – economic/managerial, HD – humanities	U.D.
Optionality category of discipline: ID – imposed, OD - optional, ED – elective	I.D.

Previous disciplines required:	Compulsory (conditional): English grammar and vocabulary
	Recommended: English for economics
Objectives	.To acquire the language used in the field, to use in oral and written communication, to handle translation into English/Romanian, to respond to the requirements of an English-speaking work environment
Contents	SEMESTER II 1. The European Union. Answering questions about the Union 2. Advertising and Marketing . Types of Advertising. Marketing surveys 3. Bankruptcy . Specific terms and phrases 4. A Great Success Story - Bill Gates - Telling a story 5. Business law - What is business law? Specific terms and phrases 6. Contracts- Terms related to contracts 7. McDonald’s – Business stories

	8. Smart House – What does the house of the future look like? 9. A Short History of Economics 1- Re-telling and using terms and phrases 10. A Short history of Economics 2 – Re-telling, using terms and phrases 11. Revision tests with the terms and phrases specific to the field of business
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Form of assessment: Written examination		
Final grade	<ul style="list-style-type: none"> - Grade of final examination - Seminar activity 	
Bibliography	<ul style="list-style-type: none"> - Acqui, E., Ghiras-Dănuț C., Mic dicționar de termeni economico-financiari englez-român, Editura Risoprint, 2005 - Acqui, E., Teste de vocabular pentru juriști și oameni de afaceri, Editura Risoprint, Cluj-Napoca, 2005 - Brookes, M., Holden, D., Hutchinson, W., Engleza pentru juriști, Teora, 1999, ISBN 973-601-950-0 - Brookes, M., Horner, D., Business English, Engleza pentru afaceri, Teora , 1999, ISBN 973-601-572-6 - Brown, P., Scriciu, I., Ștefănescu, C., Business English, Prietenii cărții, București, 2004 - Dobrescu, A., Turcu, F., - Modele de contracte de afaceri în română și engleză , Editura Niculescu SRL, București, 2001, ISBN 973-568-348-2 - Geoghegan, M., Gonthier, J., Cum să vindem în limba engleză, Editura Niculescu, București 2001, ISBN 973-568-496-9 - Năstăsescu, V., Turcu F., Limba engleză pentru întreprinzători și oameni de afaceri, Editura Sagittarius, Iași, 1991 - Crutan-Ionescu, N. , Dictionar economic englez-roman, roman-englez, Teora 2006 - Business English, Oxford Teachers Club, On-line materials - Stanton, A., Written English for Business, Oxford University Pressm 1993 - English in Twenty Minutes a Day, ISBN 973-8704855, Reader's Digest, 2005 - Modele de scrisori profesionale în limba engleză, C. Caillaud, P. Janiaud-Powell, Ed. Polirom, 2007 	

List of teaching materials	<ul style="list-style-type: none"> - Self-assessment tests - CD-Audio materials - Course book – English for economics and business 				
Coordinator/ Instructor	Academic grade	Title.	First name	Name	Signature
	Lecturer	DR.	EVA	ACQUI	