

**“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

<b>Discipline</b>	<b>Applied English – Economics</b>				
<b>Code of Discipline</b>	<b>MB1205</b>	<b>Semester</b>	<b>II</b>	<b>Number of credits</b>	<b>3</b>

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

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

<b>Previous disciplines required:</b>	<b>Compulsory (conditional): English grammar and vocabulary</b>
	<b>Recommended: English for economics</b>
<b>Objectives</b>	.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
<b>Contents</b>	<b>SEMESTER I</b>  1. Business Organizations – Presenting a Company 2. Recruitment – Filling in Application Forms 3. Communication – Sending Memos 4. The Legal Framework – Legal Terms 5. Banking- Specific terms and phrases – Loan granting interview 6. Insurance – Specific terms and phrases. Translation

	<p>7. Advertising and Marketing – The power words of publicity</p> <p>8. Production – Terms and phrases</p> <p>9. Accounting – Terms and phrases. Reading a balance sheet</p> <p>10. Financial Reports – Translations with specific terms and phrases</p> <p>11. Transport and Distribution – Transport documents and specific abbreviations</p> <p>12. Computer Systems for Business Purposes – A checklist for purchasing an electronic system</p>
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<b>Form of assessment: Written examination</b>		
<b>Final grade</b>	<ul style="list-style-type: none"> <li>- Grade of final examination</li> <li>- Seminar activity</li> </ul>	
<b>Bibliography</b>	<ul style="list-style-type: none"> <li>- Acqui, E., Ghiras-Dănuț C., Mic dicționar de termeni economico-financiari englez-român, Editura Risoprint, 2005</li> <li>- Acqui, E., Teste de vocabular pentru juriști și oameni de afaceri, Editura Risoprint, Cluj-Napoca, 2005</li> <li>- Brookes, M., Holden, D., Hutchinson, W., Engleza pentru juriști, Teora, 1999, ISBN 973-601-950-0</li> <li>- Brookes, M., Horner, D., Business English, Engleza pentru afaceri, Teora , 1999, ISBN 973-601-572-6</li> <li>- Brown, P., Scriciu, I., Ștefănescu, C., Business English, Prietenii cărții, București, 2004</li> <li>- Dobrescu, A., Turcu, F., - Modele de contracte de afaceri în română și engleză , Editura Niculescu SRL, București, 2001, ISBN 973-568-348-2</li> <li>- Geoghegan, M., Gonthier, J., Cum să vindem în limba engleză, Editura Niculescu, București 2001, ISBN 973-568-496-9</li> <li>- Năstăsescu, V., Turcu F., Limba engleză pentru întreprinzători și oameni de afaceri, Editura Sagittarius, Iași, 1991</li> <li>- Crutan-Ionescu, N. , Dictionar economic englez-roman, roman-englez, Teora 2006</li> <li>- Business English, Oxford Teachers Club, On-line materials</li> <li>- Stanton, A., Written English for Business, Oxford University Pressm 1993</li> <li>- English in Twenty Minutes a Day, ISBN 973-8704855, Reader's Digest, 2005</li> <li>- Modele de scrisori profesionale în limba engleză, C. Caillaud, P. Janiaud-Powell, Ed. Polirom, 2007</li> </ul>	

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