

“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	MB1205	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 I 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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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	