

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

COURSE OUTLINE

Course name	BUSINESS ENGLISH				
Course code	EC1106	Year	II	Number of credits	3
		Semester	I		

Faculty	ECONOMICS	Nr. of hours semester/activities		
Profile	ECONOMIC	Total	C	S
Specialization	MC	28	0	28

Course type DF – fundamental, DG – specialized, DC – complementary	DC
Optional category of the course: DI – imposed, DO – optional, DF – facultative	DI

Previous courses	Compulsory courses (conditioned)
	Recommended
Objectives	To transmit knowledge of English, to build skills of understanding and using the business vocabulary
Content (description)	
	1. Vocabulary and phrases related to business organizations, Tests and translation
	2. Phrases and tips related to recruitment and career building, The interview
	3. Usage of letter-related business English phrases, Drafting letters, Business English
	4. Banking related terminology
	5. Phrases and vocabulary used in marketing and avertising, Writing ads
	6. Vocabulary and phrases related to accounting
	7. Computer-related vocabulary and useful terms
	8. Problems of translation of business documents- Equivalents
	9. The difference among types of texts in translation- approaching literary, administrative, juridical texts

	10. Text building with business related terms, Word choice and expression
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Evaluation form (E – exam, C – colloquy/final test, CP-control paper) E					
Final grade (percentage)	50% -practical work 50%-class attendance				
Selective bibliography	1. Brooks, M., Horner, D. <i>Business English</i>, Teora, 1999, 2. Emmerson Paul, <i>A Bussines English Handbook</i>, Macmillan Publishers Ltd, 2008 3. Geoghegan, C.G.,<i>Engleza pentru negocieri</i>, Teora, 1999 4. Levitchi, L., <i>Manualul traducatorului</i>, Teora, 2002 5. Nastasescu, V., Turcu, F., <i>Limba engleză pentru întreprinzători și oameni de afaceri</i>, Vol. I-II, Ed. Sagittarius, Iași, 1991 6. Popescu, T., Toma, M., <i>English-Romanian Dictionary of Business Collocations</i>, Casa cărții de Știință, Cluj-Napoca, 2002 7. Thomson, J., Martinet, A.V., <i>A Practical English Grammar</i>, Oxford University Press, 1997				
List of necessary teaching aids	Grammar books, dictionaries, recorder				
Coordinator of the course	Didactic title	Title	First name	Last name	Signature
	LECTURER		Corina	Pacurar	