



FEAA

FACULTATEA DE ECONOMIE  
ȘI ADMINISTRAREA AFACERILOR  
UNIVERSITATEA "AL. I. CUZA" IAȘI

**TUTORIAL COURSE FORM – 2018-2019 ACADEMIC YEAR**

<b>Name of the tutorial course (Erasmus/exchange students)</b>	SPECIAL TOPICS IN BUSINESS ENGLISH VOCABULARY
<b>Professor</b>	<b>Name</b> ___ Sorina Chiper _____ <b>Office</b> ___ B 507 _____ <b>Email</b> ___ chipersorina2005@yahoo.com ___
<b>Semester in which the tutorial course is available</b>	Fall, Spring
<b>No. of ECTS credits</b>	5
<b>Level of study</b>	BA
<b>Short description/Contents</b>	<p>This course covers specialized vocabulary tailored to students' needs. Depending on their preferences and needs, which will be evaluated during the first session, the course could focus on topics connected to Management and Marketing, Accounting, or Banking and Financial Institutions. It can also cover relevant basic written and oral communication skills (writing offers and price quotations, writing a CV and a cover letter, dealing with complaints, negotiation skills).</p> <p><b>Course content (adjustable to students' needs)</b></p> <ol style="list-style-type: none"><li>Company structure; Management functions; managers vs leaders; Human resource management</li><li>Meetings and negotiations</li><li>Marketing functions; 4Ps; Distribution channels; sales promotions; Advertising</li><li>Financial statements and ratios; Tax accounting; Management accounting</li><li>Auditing; Investment; Funding company activities</li><li>Banking and Financial Institutions</li></ol>

<b>Assessment</b>	Ongoing, based on the evaluation of individual assignments.
<b>Bibliography</b>	<p>Cotton, David <i>Market Leader. Intermediate Course Book</i>, Pearson, 2010.</p> <p>Ellison, Pat Taylor, Barry, Robert E., <i>Business English for the 21<sup>st</sup> Century</i>, Prentice Hall, 2007</p> <p>Jones, Leo, Alexander, Richard, <i>New International Business English. Communication Skills in English for Business Purposes</i>. Cambridge: Cambridge University Press, 2000.</p> <p>Trappe, Tonya, Tullis, Graham <i>Intelligent Business. Upper Intermediate Coursebook</i>, Pearson, 2010</p> <p>Frendo, Evan, Mahoney, Sean <i>English for Accounting</i>. Bucharest: All, 2009.</p> <p>Walker, Carolyn, Harvey, Paul <i>English for Business Studies in Higher Education: Accounting. Coursebook</i>. Garnet Education, 2008.</p>
<b>Observations</b>	The course is offered as a tutorial, with regular teacher-student meetings.