



FEAA

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

TUTORIAL COURSE FORM – 2022-2023 ACADEMIC YEAR

Name of the tutorial course (Erasmus/exchange students)	PROFICIENT BUSINESS COMMUNICATION FOR THE GLOBAL MARKET
Professor	Name <u> Sorina Chiper </u> Office <u> B 507 </u> Email <u> chipersorina2005@yahoo.com </u>
Semester in which the tutorial course is available	Fall, Spring
No. of ECTS credits	5
Level of study	BA
Short description/Contents	<p>This course trains learners' communication skills in English, with a focus on business-oriented documents and business-setting conversational genres. The course is offered as a tutorial, with regular teacher-student meetings. The course is intended to cover both oral and written communication skills, but it will be adjusted to students' needs.</p> <p>Course content</p> <ol style="list-style-type: none">Principles of proficient communication in writing; Features of formal style and informal styleEmails; Letter writing: letter structure, types of lettersAgendas, minutes; ReportsOral communication in English: active listening, non-verbal communicationTelephoning skillsMeetings and NegotiationsPresentations
Assessment	Ongoing, based on the evaluation of individual assignments.
Bibliography	Bibliography:

	<p>Ashley, A. <i>Oxford Commercial Correspondence</i> , Oxford: Oxford University Press, 2007</p> <p>Ellison, Pat Taylor, Barry, Robert E., <i>Business English for the 21st Century</i>, Prentice Hall, 2007</p> <p>Geffner, Andrea B. <i>How to Write Better Business Letters</i>, New York: Barron’s, 2000</p> <p>Griffin, Jack <i>The Complete Handbook of Model Business Letters</i>, New Jersey: Prentice Hall, 1993.</p> <p>Hough, David A. <i>Telephone Skills. Essential Telephone Skills</i>. East Kilbride: Heinemann, 1993</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>Ioncica, Diana, Robu, Valentina, Ciolaneanu, Roxana, Stamatescu, Ioana <i>Mastering English for Economics</i>, Bucharest: Uranus, 2005</p> <p>Lupuleasa, Radu <i>English in Communication</i>, Iasi: Polirom, 2003.</p> <p>Mascull, Bill <i>Business Vocabulary in Use</i>. Cambridge: Cambridge University Press, 2002</p> <p>Mc Cormack, Joan, Watkins, Sebastian <i>English for Academic Study: Speaking</i>, Garnet Education, University of Reading, 2009</p> <p>Seely, John <i>Writing Reports</i>, Oxford: Oxford University Press, 2002</p>
<p>Observations</p>	<p>The course is offered as a tutorial, with regular teacher-student meetings.</p>