



UNIVERSITATEA „ALEXANDRU IOAN CUZA” din IAȘI

## FACULTATEA de ECONOMIE ȘI ADMINISTRAREA AFACERILOR

### TUTORIAL COURSE FORM

#### 2025-2026 ACADEMIC YEAR

<b>Name of the tutorial course (incoming Erasmus/exchange students)</b>	SPECIAL TOPICS IN BUSINESS ENGLISH VOCABULARY
<b>Name of the professor</b>	Sorina Chiper
<b>Email of the professor</b>	<a href="mailto:chipersorina2005@yahoo.com">chipersorina2005@yahoo.com</a> , sorina.chiper@uaic.ro
<b>Office of the professor Consultation days/hours</b>	B 507
<b>Semester(s) in which the tutorial course is available</b>	Fall, Spring
<b>No. of ECTS credits</b>	5
<b>Level of study (bachelor/master/PhD)</b>	Bachelor
<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>Course content (adjustable to students' needs)</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/Evaluation</b>	<ol style="list-style-type: none"><li>Completion and submission of exercise package (50% of final grade)</li><li>Mid-term quiz (25% of final grade)</li><li>Completion and submission of learning diary (25%)</li></ol>



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<b>Bibliography</b>	<p>Cotton, David Market Leader. <i>Intermediate Course Book</i>, Pearson, 2010.</p> <p>Ellison, Pat Taylor, Barry, Robert E., <i>Business English for the 21st 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>	<p>The course is offered as a tutorial, with regular teacher-student meetings.</p>