



SCHOOL OF FOREIGN LANGUAGES

**A REPORT ON THE SCHOOL OF FOREIGN LANGUAGES
ANNUAL PLAN OF ACTIVITIES 2019/2020**

Skopje, October 2020

ANNUAL REPORT 2019/2020

1.1 Teaching

Guest lectures

A fundamental part of the teaching process is to have guest speakers. To bridge the distance between theory and practice, the School was a host to guest lecturers qualified to discuss the issues that are of interest to the students. Most of them welcomed the School in their premises and discussed topics from their area of work and research, such as translation studies, intercultural understanding from a historical perspective, and cultural exchange.

Prof Dr Marjana Vaneva organized the following guest lectures: Sanja Nikolic, PhD in Knowledge Management, a guest speaker at the graduate Business English class, lecturing on the topic: Career development - the path to the dream job; Agnieszka Bedkowska-Kopczyk, PhD in Linguistics, open lecture for the UACS students, lecturing on the topic: "Categorization of emotion verbs in English in comparison with Slavic languages". Agnieszka Bedkowska-Kopczyk, PhD in Linguistics, a guest speaker at the undergraduate Contrastive Analysis course, lecturing on the topic: "Conceptual Theory of Metaphor and Metonymy". Iskra Stojanovska Dimitrijevska, MA in Conference Interpreting, a guest speaker at the undergraduate Contrastive Analysis class, lecturing on the topic: Translating and using idioms: Macedonian and English".

Tamara J. Popov invited several different guests to her Business Terminology (for SFL) and Communication (for SBEM) virtual classroom to make up for the fact that there were no classes with physical presence for the students, due to the pandemic. The Business Terminology/Communication virtual classroom welcomed Dr. Biljana Naumoska and Dr. Aneta Naumoska from the state university Sts. Cyril and Methodius, and as a follow up to that visit, the BT/C classroom also welcomed Maja Karalievaa, a representative of a startup business in Macedonia. Apart from talking about written and oral communication with colleagues and clients, Maja also offered the students employment opportunities at her company. Tamara also invited Dusko Krstevski, a Macedonian language professor at NOVA International Schools and an author as well, to talk about the writing process at the Composition 1 lectures.

Ivana Trajanoska, PhD visited the University of Krosno in Poland as a guest lecturer through the Erasmus exchange programme in March 2020. At the same time, Tamara J. Popov, MA visited the University of Stanislaw Stasicz in Poland as a guest lecturer, also through the Erasmus exchange network.

School's membership in the CEEPUS network

The UACS School of Foreign languages continues its participation and membership in the TRANSkulturelle Kommunikation und TRANSLation. (TRANScultural Communication and TRANSLation) network which consists of sixteen partner universities and is coordinated by the University of Maribor, Department of

Translation Studies. It offers network mobility – mobility within the network, and a ‘free movers’ type of mobility that allows faculty from other Schools to move within the networks and use its benefits.

I.2 Research work at the SFL

The following summary table presents the research activity at UACS, through different categories of the research work.

Group	Sub-group	SFL
Scientific book and monograph	Scientific book and monograph of domestic importance	2
Book chapters and book reviews in journals	Book chapter of international importance; book review in leading journal or thematic journal of international importance	3
	Book chapter of domestic importance; book review in leading journal or thematic journal of domestic importance	0
Published articles in international journals	Plenary session of invited paper at a conference of international importance, printed entirely or abstract	0
	Paper presented at a conference of international importance, printed entirely or abstract	16
Published articles in domestic	Published article in domestic journal	0

journals	Paper presented at a conference of domestic importance, printed entirely or abstract	0
Dissertations and theses	Defended master thesis	0
Devising a research proposal	Devising an international research proposal as principal or co-principal researcher	0
	Devising an international research proposal as assistant researcher	0
	Devising a domestic research proposal as assistant researcher	0
Work on a research project	Work on international project with an outcome: Report, Monograph, Study, where the faculty appears as assistant researcher	0
	Work on domestic project with an outcome: Report, Monograph, Study, where the faculty appears as assistant researcher	0

Monograph

Jolevska Popov, T. and Marjan Bojadziev. *Teaching with Cases. A Comparative Study with Practical Examples.*

LAP Lambert Academic Publishing, 2019

Paper presented at a conference of international importance, printed entirely or abstract

Bojadjiev, M., M. Vaneva, I. Petrovska, T. Jolevska Popov 'Effects of the Genre of Business Cases in Business Communication Classroom in Higher Education Institutions', 14 th Annual International Academic Conference on European Integration – Innovating Europe, Skopje: UACS, 2019

Vaneva, M., 'Connecting the Different Lexical Category Domains: Cognition in Zero Deriving Adjectives from Nouns in Macedonian', Dimensions of Institutional Communicative Space, Adam Marszalek, Pila: PWSZ, 2019

Vaneva, M., T. Jovcheska, 'Understanding and Promoting EFL Vocabulary Instruction: A Case

Study of Macedonian Primary Schools', Dimensions of Institutional Communicative Space, Adam Marszalek, Pila: PWSZ, 2019

Vaneva, M., M. Ivanovska, 'The English Speech Act of 'Thanking' within the Macedonian Learners' Pragmatic Competence', Dimensions of Institutional Communicative Space, Adam Marszalek, Pila: PWSZ, 2019

Vaneva, M., Bojadjiev, M. [forthcoming] "English Zero Derivation Revisited: Nouning and Verbing in Online Business Articles", International Journal of English Linguistics, Vol 10, No 6, Dec 2020, Canadian Centre of Science and Education, Web of Science.

Pachovski, V., Markovski, I., Stojmenovska, I., Vaneva, M., Noshpal, S. [forthcoming] "Internet of Things - Automatic Text Generation of Weather Reports: Practical approach and considerations", Conference proceedings, Nov 2020, Bulgaria

Jolevska Popov, T., Mileva, I. *Students' Perceptions and Preferences Concerning the Use of Case Studies in the Business and Business Communication Classroom*. International Academic Institute Conference Proceedings, Barcelona, 2020

Tomevska-Ilievska, B., et al. *Interactive Models in University Teaching: Application in Pharmacy Education*. International Academic Institute Conference Proceedings, Budapest, 2020

Jolevska Popov, T., Trajkova, K. and Elena Penkova. *Demystifying the 21 Century Skills through Active Learning Approaches on the Sides of Educators and Learners*. Academic Institute Conference Proceedings, Belgrade 2020

Jolevska Popov, T., Vitanova-Strezova, S. GEORGE R. R. MARTIN'S ATTEMPT TO CONVEY CURRENT ISSUES TO HIS READERSHIP IN "A GAME OF THRONES" Postmodern literature in search of social awareness and change: The case of George R. R. Martin's "A Game of Thrones". UACS Conference Proceedings, Skopje, 2020

Starkova, D., Mursich, A., Trajanovska, I. (2020) Communicative Situation of Agreement in Business English Class. *Philological Class* Vol 20 No2, pp. 218-226.

Trajanoska, I. (2020) Dorothy Richardson's Correspondence during the Second World War and the Development of Feminine Consciousness in *Pilgrimage*. E-rea Vol 17 No 2 (on-line) <https://doi.org/10.4000/erea.9679>

Todorova, M. 'Translating refugee stories'. 2nd International Conference on Community Translation, Australia, Melbourne 13-15 December 2019.

Poposki, Z., Wood, L. and Todorova, M. 'Translating New Territories: Approaches to Video Art and

Translation', EST Congress, Stellenbosch University, South Africa, Stellenbosch, 9-13 September 2019.

Todorova, M. 'Interpreting for Refugees: Empathy and Activism', EST Congress, Stellenbosch University, South Africa, Stellenbosch, 9-13 September 2019. (Convener of the Panel on Interpreting in Conflict)

Ahrens, K. and Todorova, M. 'The Ecology of Authentic Children's Literature'. International Conference on Language and Ecology: Towards a Shared Narrative in Interdisciplinary Research. Hong Kong Shue Yan University, Hong Kong, 5-7 September 2019.

Editorials

Bojadjiev, M. (edited by M. Vaneva), *The End of the World as We Know It*, case study and teaching notes. UACS: Skopje 2020

Bojadjiev, M. (edited by M. Vaneva), *The End of the World as We Know It*, case study and teaching notes. The Case Centre: London, 2020

I.3 Other activities

The School of Foreign Languages organized a range of activities and events in the academic year 2019/2020. The following are among the most important ones:

UACS Reading Competition

Black Beauty by Anne Sewell – In April 2020, the UACS School of Foreign Languages organized a reading competition for high school students from the country. More than 40 students participated and five students were awarded, the first two places shared by two students, with equal points.

UACS Promotional activities

Business Council

The cooperation with the members of the SFL Business Council successfully continued throughout the 2019/2020 academic year. The students of the School did their CPT (Curriculum Practical Training) in companies in the BC or other companies/institutions/organizations in the country. Within their classes, the students visited some of the companies – members of the SFL Business Council.

I.4 Consultancy work

N/A

I.5 Number of students

The situation with the number of students for the academic 2019/2020 was as follows:

Undergraduate students

Macedonian language of instruction

I	II	III	Graduated	On hold/Transfer	Net 1
N/A	N/A	N/A	N/A	N/A	N/A

English language of instruction

Full-time students

I	II	III	Graduated	On hold/Transfer	Net 2
7	5	6	5	/	18

Part time students

I	II	III	Graduated	On hold/Transfer	Net 3
3	/	5	/	/	8

Newly enrolled students in 2019/2020 as of 30 September 2019: 7 (full-time).

Total number of undergraduate students (Net 1 + 2 + 3) = 26

Graduate students

Macedonian language of instruction

I	II	Completed	On hold/Transfer	Net 1
N/A	N/A	N/A	N/A	N/A

English language of instruction

BC&T	ELT	Completed	On hold/Transfer
0	2	4	0

II. SITUATION ANALYSIS**II.1 Human Resources**

<i>Human Resources</i>	<i>Full-time</i>	<i>Part-time</i>	<i>Guest lecturers</i>
Professors	2	0	4
Visiting professors	/	2	0
Language instructors	2	1	0

Experts	/	6	3
Total	4	9	7

II. 2 Learning outcomes

The School of Foreign Languages is committed to providing quality education by enhancing student learning which includes full breadth of education: acquisition of skills, mastery of concepts and development of critical-thinking, reflection and growth in life perspective. Thus, it is considered to be greatly important to install tools and procedures for measuring learning and accomplishing of the intended learning outcomes within the courses and the program in general.

For the academic year 2019/2020, the measurement of the learning outcomes will be administered on four courses from the undergraduate program, and one course from the 7th semester in the graduate program.

The courses taken in consideration are the following:

Undergraduate program:

Modern English Grammar
Business Terminology
Modern English Language

Graduate program:

Advanced ELT Methods

In order to evaluate effectively the successful accomplishment of the learning outcomes for each course, the measuring tools need to be specified, standards for level of performance should be set, observable indicators should be identified and benchmarks for success stated.

Modern English Grammar

The learning outcome that will be measured is the following:

- identify basic grammatical units; analyze and compare morphological units; apply the grammatical knowledge in practice; be accurate and comfortable with the difficult and non-native sounds; stress and pronounce the words and the sentences correctly; read and

produce English phonetic transcription efficiently; understand the form, positioning, and grouping of the elements that make up sentences; analyze the function of sentence elements; understand the hierarchical structure of sentences through tree diagrams; achieve a permanent ability to think critically and analytically about the English language, not just a temporary and partial mastery of a few grammatical categories through rote learning of simple examples.

The measurement will entail a morpho-syntactic analysis of a sentence on the part of the student. The indicator will be: an analysis of the parts of an English sentence. The performance of the student will be evaluated on identification of the sentence elements - assigning lexical category labels to the constituents, determining their function in the sentence, dealing with groups of elements and their transformations.

Business Terminology

The learning outcome that will be measured is the following:

- Students should develop better oral communication skills; function more effectively in business situations; improve their writing skills so that they can produce good, clear and to-the-point business documents in English; gain more insight into the role of English as a lingua franca used in conducting meetings and negotiations; give an individual presentation or conduct business negotiations in the form of role plays and simulations; develop the skills used for writing letters, reports, summaries, etc., with particular emphasis on implementing correct style, structure and coherence in business English.

The measurement will entail a presentation made by the student in the second half of the course. The indicators will be: a simulation of a business negotiation with attention to vocabulary and business-like expression on the part of the student. In addition, the performance of the student will be evaluated by the techniques he uses in terms of the ways of preparing and presenting a variety of business documents, including resumes, letters of application, and long and short reports. The evaluation of the student will include a 15 min oral presentation with prior submission of a business document.

Modern English Language

The learning outcome that will be measured is the following:

- Students should be able to understand the structure of different types of essays, especially the structure of the research paper; write effective paragraphs with emphasis on clarity, concision, support etc.; utilize on-line catalogs to find materials maintained in or by a library; use rhetorical devices and techniques for various writing styles; produce clear and well-structured research papers.

The measurement will entail a written and oral performance on the part of the student during the course. The indicators will be: a test with grammar, vocabulary, reading and writing section and discussion on a certain topic. Special attention will be addressed on the ability to express fluently and precisely.

Advanced ELT Methods

The learning outcome that will be measured is the following:

- Students should be able to plan, prepare and teach a lesson on a specified language skill.

The measurement will entail a micro-teaching session on the part of the student during the course. The indicators will be: a submitted lesson plan, 25 min. micro-teaching session on a specified language skill conducted on peer students. Special attention will be addressed on the ability to identify the lesson objectives and their successful completion. The performance of the student will be evaluated on a specially designed form which will include: a self-evaluation form, peer observation feedback form and instructor evaluation form. The micro-teaching sessions will be organized in presence of a qualified teacher-trainer who will observe and provide feedback on the sessions.

II.3 SWOT analysis

Strengths <ul style="list-style-type: none">- Young academic staff enthusiastic about teaching and research exchange- Team work- Attractive, up-to-date syllabi, text books and materials- Good teacher-student communication, individual approach	Weaknesses <ul style="list-style-type: none">- Still low number of PhD staff- Lack of international staff/native speakers- English department only- Insufficient involvement in research- Lack of exchange programs- No (international) conference organized by the School
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<ul style="list-style-type: none"> - Staff open for international cooperation - Degree structure in line with Bologna that consists of three year BA program and ECTS credits - ACBSP accreditation of undergraduate and graduate studies - Flexibility - Transparency - Accountability - Cooperation with the business community - Constant and steady development - Interactive teaching and Learner Centered Method used - Excellent reputation of UACS due to the US accreditation (among other reasons) - Attractive graduate studies in ELT and business 	
<p>Opportunities</p> <ul style="list-style-type: none"> - EU integration processes - Globalization - Participation in European and national projects - Erasmus student exchange program - Stronger cooperation with other UACS Schools and newly open Research Lab - Scholarships offered by embassies and other funding bodies - Partnership agreements with universities in the region and EU - Macedonian and English languages courses offered by SFL UACS 	<p>Threats</p> <ul style="list-style-type: none"> - Economic crisis - Negative image of private universities - Decreased interest in languages - Changes in the legal framework - No need for language professionals on the labour market - State funded programs in languages

III. GOALS 2019/2020

III.1 Mission statement

The School of Foreign Languages is committed to provide excellence in higher education and research in English language teaching, business communication and translation in English, linguistics, literature, translation and interpretation, by combining the best of European and American educational standards and awareness.

III.2 Annual goals, key performance indicators, and strategies

Goal 1 - Increasing the number of students				
Strategy	Activity	Person in charge	Indicators of success	Resources needed
Promotion of undergraduate studies for high school students; Activities through the UACS Association for Better Education	1. Selection of high schools (in Macedonia)	1. Communications and Networking sector (CNS), Dean, SFL faculty	1. List of selected high schools by	No resources Done
	2. Presentations in the selected high schools	2.CNS and SFL faculty	2. Presentations delivered in high schools, by May 2020	Local transport All the events planned with high schools were cancelled due to the pandemic.
	3. Lectures in high schools	3. SFL faculty	3. List of lecturing topics	Local transport



	<p>4. Organizing lectures at UACS for high school students</p> <p>5. A competition for high school students, celebrating a jubilee</p> <p>6. Training and workshops for secondary school teachers at UACS</p>	<p>4. CNS and SFL faculty</p> <p>5. Dean and SFL faculty, supported by CNS</p> <p>6. SFL Faculty</p>	<p>4. Contacts with high schools and, at least, 2 lectures to be held. November 2020 – April 2021</p> <p>5. One competition, high school students (contestants) from RM to be targeted and invited, February 2020</p> <p>6. High school teachers to attend the trainings/workshops and be awarded certificates</p>	<p>Bus transport</p> <p>Adverts and rewards Done</p> <p>Cancelled due to the pandemic</p>
<p>Promotion of graduate studies for graduate students</p>	<p>1. Selection of groups</p> <p>2. A meeting for SFL Alumni who haven't taken</p>	<p>1. MA programme coordinator/Dean and SFL faculty</p> <p>2. MA programme</p>	<p>1. List of groups</p> <p>2. Each faculty</p>	<p>No resources Done</p> <p>Representation</p>

	<p>graduate studies.</p> <p>3. An invitation for third year SFL students to attend a graduate course</p> <p>4. Promo-lectures by SFL faculty</p> <p>5. Promotion of the graduate studies in state and international institutions to whom the programs might be of interest</p>	<p>coordinator/Dean, CNS, and SFL faculty</p> <p>3. SFL faculty</p> <p>4. SFL faculty</p> <p>5. Dean, SFL faculty</p>	<p>member should try to have direct, informal meeting with at least 3 Alumni January-May 2020</p> <p>3. At least 1 course attended by third year students</p> <p>4. At least 2 promo-lectures to be held on topics of interest, April-October 2020</p> <p>5. Visiting at least 4 institutions or associations, January - October 2020</p>	<p>expenditures</p> <p>Done, the Dean runs the promotional activity for graduate studies</p> <p>No resources Done</p> <p>Adverts Done</p> <p>No resources Done by the Dean</p>
<p>Increasing popularity</p>	<p>SFL's</p> <p>1. Updating the content on the SFL website as part of the University website</p> <p>2. Regular update of the information about SFL</p>	<p>1.SFL web coordinator, Dean</p> <p>2.Dean, SFL faculty</p>	<p>1.New and revised content, February-March 2020</p> <p>2.New, updated</p>	<p>Done</p>

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	on the UACS Facebook profile		information and revised subjects, February – March 2020	Done
Goal 2 – Increasing the quality of the studies				
Strategy	Activity	People in charge	Success indicators	Resources needed
Improvement of the training process	1. Revision of the syllabi and the expected study results	1. Dean, SFL faculty	1. Revised syllabi, January 2020	Done
	2. Inviting professionals-experts as guest lecturers	2. Dean, SFL faculty	2. A list of guest-lecturers by February 2020	Done, the Dean and Jolevska-Popov have had guest speakers.
	3. Organizing visits to home and international institutions	3. SFL faculty	3. Each professor has to take the students to at least one institution within their subject, 2019/20	Cancelled due to the pandemic
	4. Drafting schedule for visiting a colleague's lecture and exchange experiences in the form of a feedback	4. Dean, SFL faculty	4. Each SFL faculty member should visit at least one lecture from a colleague and invite a colleague to their lecture; to be realised in the period	

			November 2019– April 2020 based on a	Was planned for the 2nd sem but then cancelled.
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	<p>5. Reduce the number of students on probation by having the tutors from the tutoring club participate</p> <p>6. Retain the satisfying number of students who use internship</p> <p>7. Use of the Moodle portal on regular basis</p> <p>8. UACS Writers Club</p>	<p>5. Student advisor, Dean, SFL faculty</p> <p>6. Dean, Career Centre</p> <p>7. SFL faculty</p> <p>8. SFL Faculty</p>	<p>schedule; completed questionnaires for each visit.</p> <p>5. Regular meetings of the student advisor with the tutors and the students tutored</p> <p>6. Continue organizing internship for all students in organizations—members of the SFL BC, 2019/20</p> <p>7. Syllabi and materials for each course to be uploaded on the portal</p>	<p>Done</p> <p>Done</p> <p>Done</p>
Cooperation with the Business Council	<p>1. Holding meetings with the Business Council</p> <p>2. Including new companies in the Business</p>	<p>1. Dean, Career Centre</p> <p>2. Dean, faculty</p>	<p>1. At least 1 meeting in the academic year</p> <p>2. Memorandum of</p>	<p>Done</p>

	<p>Council</p> <p>3. Including representatives of the Business Council as guest speakers in the teaching process</p>	<p>3. Dean, SFL faculty</p>	<p>Cooperation with at least 2 new members of the Business Council</p> <p>3. At least 2 members of the Business Council to be involved in the teaching process as guest lecturers/speakers</p>	<p>Postponed</p> <p>Postponed, but other guest lectures were invited</p>
<p>Goal 3 – Promote the scientific-research activity at SFL</p>				
Strategy	Activity	People in charge	Success indicators	Resources needed
Publish scientific works	Encourage the faculty's scientific-research activity	Dean/Research Vice-Dean	-Minimum 2 papers to be published by each faculty member	Not realized by everybody
Present at international conferences	Encourage the faculty to present at international conferences	Dean/Research Vice-Dean	-Minimum 2 papers to be presented by each faculty member	Partly done