

# Syllabus

## 1. Programme information

|                        |   |
|------------------------|---|
| 1.1. Institution       | THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES              |
| 1.2. Faculty           | International Business and Economics                      |
| 1.3. Departments       | Department of Modern Languages and Business Communication |
| 1.4. Field of study    | Applied modern languages                                  |
| 1.5. Cycle of studies  | Licence   |
| 1.6. Education type    | Full-time   |
| 1.7. Study programme   | Applied Modern Languages                                  |
| 1.8. Language of study | Romanian, English, French                                 |
| 1.9. Academic year     | 2024-2025   |

## 2. Information on the discipline

|                    |   |   |          |                         |             |                               |          |                             |          |
|--------------------|---|---|----------|-------------------------|-------------|-------------------------------|----------|-----------------------------|----------|
| 2.1. Name          | <b>Contemporary French Civilization: Intercultural Business Communication 1</b> |   |          |                         |             |                               |          |                             |          |
| 2.2. Code          | <b>24.0223IF1.1-0007</b>  |   |          |                         |             |                               |          |                             |          |
| 2.3. Year of study | <b>1</b>  | 2.4. Semester                                   | <b>1</b> | 2.5. Type of assessment | <b>Exam</b> | 2.6. Status of the discipline | <b>O</b> | 2.7. Number of ECTS credits | <b>4</b> |
| 2.8. Leaders       | C(C)  | <b>prof.univ.dr. MARINESCU Roxana-Elisabeta</b> |          |                         |             | roxana.marinescu@rei.ase.ro   |          |                             |          |
|                    | S(S)  | <b>prof.univ.dr. MARINESCU Roxana-Elisabeta</b> |          |                         |             | roxana.marinescu@rei.ase.ro   |          |                             |          |

## 3. Estimated Total Time

|   |                |
|---|----------------|
| 3.1. Number of weeks  | 14.00          |
| 3.2. Number of hours per week   | 2.00 of which  |
|   | C(C) 1.00      |
|   | S(S) 1.00      |
| 3.3. Total hours from curriculum  | 28.00 of which |
|   | C(C) 14.00     |
|   | S(S) 14.00     |
| 3.4. Total hours of study per semester (ECTS*25)  | 100.00         |
| 3.5. Total hours of individual study  | 72.00          |
| <i>Distribution of time for individual study</i>  |                |
| Study by the textbook, lecture notes, bibliography and student's own notes                | 22.00          |
| Additional documentation in the library, on specialized online platforms and in the field | 21.00          |
| Preparation of seminars, labs, assignments, portfolios and essays                         | 22.00          |
| Tutorials   | 1.00           |
| Examinations  | 6.00           |
| Other activities  |                |

## 4. Prerequisites

|                     |                                |
|---------------------|--------------------------------|
| 4.1. of curriculum  | Levels B1-B2 according to CEFR |
| 4.2. of competences |                                |

## 5. Conditions

|              |   |
|--------------|---|
| for the C(C) | Rooms with internet access and multimedia equipmen/ online on online.ase.ro.<br>Students are not allowed to use their mobile op\phones during classes other than instructed.<br>Students are not to be late for class.  |
| for the S(S) | Seminars require rooms with internet access/ online on online.ase.ro.<br>Seminar attendance is mandatory.<br>Assignments and other seminar task are compulsory.<br>Plagiarism is forbidden.<br>Students are not allowed to use their mobile op\phones during classes other than instructed.<br>Students are not to be late for class/ online. |

## 6. Acquired specific competences

|            |     |   |
|------------|-----|---|
| PFESSIONAL | C1  | Effective communication in at least two modern languages (language B and language C), in a wide variety of professional and cultural contexts, by resorting to specific oral and written registers and linguistic variants; |
| PFESSIONAL | C6  | Communication in multilingual professional contexts requiring linguistic and cultural integration, negotiation and mediation;   |
| CROSS      | CT4 | Designing the steps of the process of organizing a promotion event in an international business context;  |

## 7. Objectives of the discipline

|                          |   |
|--------------------------|---|
| 7.1. General objective   | Acquiring knowledge and developing understanding, academic thinking and critical analysis of basic texts in the area of intercultural communication for linguistic and cultural mediation in the context of international business.   |
| 7.2. Specific objectives | <ul style="list-style-type: none"> <li>• Demonstrates knowledge of fundamental concepts of intercultural communication in French</li> <li>* Develops capacity of understanding, critical thinking and analysis through reading, listening and watching texts, images, films, audio/video texts about intercultural communication</li> <li>* Develops capacity of comparing "texts" for intercultural communication</li> <li>* Develops team study skills through identifying and assuming roles and responsibilities and applying work and relationship building and efficient working techniques in a multicultural and multilingual team</li> <li>* Improves accuracy and fluency in oral and written communication in French in academic and professional contexts.</li> </ul> |

## 8. Contents

| 8.1. C(C) |  | Teaching/Work methods   | Recommendations for students   |
|-----------|--|---|--|
| 1         | Introductory lecture: <ul style="list-style-type: none"> <li>• Presenting the subject objectives and skills acquired; presenting methodology and working tools, data bases and of the requirements and standards of continuous and final assessment.</li> <li>• Presenting the methodological guide to elaborate team projects and presentations, as part of oral assessment.</li> </ul> | Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources. | Course support is distributed to students electronically at the beginning of the activity. Students are recommended to go through the course material in advance in order to be able to interact during the lecture. |
|           |  |   |  |

|   |   |   |  |
|---|---|---|--|
| 2 | Presentation of basic concepts and values for the culture of a community. Alterity and its impact on economies. | Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources. | Course support is distributed to students electronically at the beginning of the activity. Students are recommended to go through the course material in advance in order to be able to interact during the lecture. |
| 3 | Multilingualism and international business.   | Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources. | Course support is distributed to students electronically at the beginning of the activity. Students are recommended to go through the course material in advance in order to be able to interact during the lecture. |
| 4 | National vs. European identity  | Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources. | Course support is distributed to students electronically at the beginning of the activity. Students are recommended to go through the course material in advance in order to be able to interact during the lecture. |
| 5 | Intercultural and universal   | Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources. | Course support is distributed to students electronically at the beginning of the activity. Students are recommended to go through the course material in advance in order to be able to interact during the lecture. |
| 6 | Social culture: types of societies  | Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources. | Course support is distributed to students electronically at the beginning of the activity. Students are recommended to go through the course material in advance in order to be able to interact during the lecture. |
| 7 | Models of organisational cultures   | Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and internet sources. | Course support is distributed to students electronically at the beginning of the activity. Students are recommended to go through the course material in advance in order to be able to interact during the lecture. |

### ***Bibliography***

- • Ivanciu, Nina (coord.); Korca Mihai; Lorentz, Maria-Antoaneta; Tourbatez, Cécile, Dicționar trilingv de comunicare interculturală în afaceri, ASE, Bucuresti, 2009
- • Ivanciu, Nina, Le français des affaires en milieu interculturel. Textes et exercices, București,, ASE, Bucuresti, 2006
- Ferreira Pinto, M., D'une culture à l'autre. Acquérir des compétences interculturelles en classe de français, CIEP, Franța
- Marinescu, Roxana-Elisabeta, Les nouveaux médias dans l'enseignement des langues vivantes pour la communication plurilingue et interculturelle et la citoyenneté démocratique, Dialogos, Vol. XVI, 32/2015, ASE, Bucuresti, 2015, România

- - Capotă, Rodica; Hurduzeu, Raluca; David, Irina; Marinescu, Roxana-Elisabeta, Nicolae, Mariana; Pătru, Cornelia; Rădulescu-Grosu, Lucia; Șerban-Oprescu, Teodora, "Comunicarea în relațiile economice internaționale", Relații Economice Internaționale. Teorii, strategii, politici, instrumente și studii de caz, ASE, Bucuresti, 2017, România
- Marinescu, Roxana-Elisabeta; Nicolae, Mariana; Anca Teodora Șerban-Oprescu (editoare), Comunicare 4.0. Tratat de comunicare în afaceri internaționale, ASE, Bucuresti, 2019, România

| 8.2. S(S) |   | Teaching/Work methods                             | Recommendations for students   |
|-----------|---|---|--|
| 1         | Discussing requirements for the seminar and presentation of syllabus, bibliography and requirements for oral and written assesment. Oral examination: Presentation of an article/chapter of the | Teacher-students + students-students interactions | Idem   |
| 2         | Presentation of basic concepts and values for the culture of a community. Alterity and its impact on economies. Case studies. Project presentation and feedback.                                | Teacher-students + students-students interactions | Idem   |
| 3         | Multilingualism and international business. Case studies. Project presentation and feedback.  | Teacher-students + students-students interactions | Idem   |
| 4         | National vs. European identity – case studies. Project presentation and feedback.   | Teacher-students + students-students interactions | Idem   |
| 5         | Interculturality and the academia. Case study: L'auberge espagnole, 2002. Regizor: Cédric Klapisch. Project presentation and feedback.  | Teacher-students + students-students interactions | Idem   |
| 6         | Social culture: types of society. Case study: Un oeil sur la planète: Doit-on imiter les Suédois? Project presentation and feedback.  | Teacher-students + students-students interactions | Idem   |
| 7         | Models of organisational cultures. Case studies. Project presentation and feedback.   | Presentation                                      | Seminar materials are distributed to students electronically. Students are recommended to go through the seminar materials in advance to be able to interact in the seminar. |

### ***Bibliography***

- www.oportunidance.ase.ro
- Poisson-Quinton, S., Mimran, R., Compréhenssion écrite (4). Niveau B2, Clé International, Paris, 2009, Franța
- Barféty, M., Beaujouin, P., Compréhenssion orale, Niveaux A2/ B1/ B2, Clé International, Paris, 2006, Franța
- Dupoux, B., Havard, A-M, Martial, M., Weeher, M., Réussir le DELF, Niveau B2, Didier, Paris, 2006, Franța
- - Parizet, M.-L/ Girardet, J; Gibbe, C/Callet, S., Girardet, J., Echo, Niveau B2, Clé International, Paris, 2010, Franța
- - Dollez, Catherine, Pons, Sylvie/ Barthe, A., Alter ego, B1/B2, Hachette FLE, Paris, 2013, Franța
- Bloomfield, A., Tazuin, B, Affaires à suivre, Hachette Livre, 2001, Franța
- Penfornis, J-L., Affaires.com, Clé International, 2003, Franța
- Penfornis, J-L., . Français.com, Clé International, 2003, Franța
- Cédric Klapisch, - „L'Auberge espagnole”, 2002
- - Un oeil sur la planète: Doit-on imiter les Suédois, <https://www.youtube.com/watch?v=hEF7OUbJjk4>
- Pralong, S., Mai români decat românii, Polirom, Polirom, Iasi, 2013, România

## **9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme**

The content of the curriculum/ syllabus is based on the requirements of the labor market regarding the training of specialists in the field of Applied Modern Languages.

Permanent contact with representatives of professional associations in the field.

## 10. Assessment

| Type of activity                      | Assessment criteria  | Assessment methods  | Percentage in the final grade |
|---------------------------------------|--|---|-------------------------------|
| 10.1. C(C)                            | Interaction and participation: questions, comments, examples, case studies   | Frequency and solidity of interaction<br>Reading the course support before the lectures   | 10.00                         |
| 10.2. S(S)                            | Involvement in preparing and discussing topics.<br>Homework: L'Auberge espagnole + Un œil sur la planète   | Continuous and final self, interpersonal and teacher evaluation<br>Reading and understanding the course support before the lectures<br>Realising individual and group research as requested with coherent and proper usage of methodology | 40.00                         |
| 10.3. Final assessment                | Final oral exam according to ASE internal regulations<br>Knowledge of key concepts and ability to use them in oral presentations and exam.   | Coherent and proper usage of techniques and methodology<br>Final oral exam according to ASE internal regulations<br>Understanding, critical thinking and analysis of basic documents in oral exam online                                  | 50.00                         |
| 10.4. Modality of grading             | Whole notes 1-10   |   |                               |
| 10.5. Minimum standard of performance | Elaborating a group project on intercultural communication in order to prove research abilities and team work skills through identifying and assuming team roles and responsibilities and applying relationship techniques and efficient work skills.<br>Proving understanding, critical thinking and analysis skills and competences by reading, listening and watching texts, images, films, video and audio materials on intercultural studies through writing individual essays (homework, tests). |   |                               |

Date of listing,  
04/24/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,