

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	Contemporary French Civilization – Intercultural Business Communication 2								
2.2. Code	24.0223IF1.2-0008								
2.3. Year of study	1	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	3
2.8. Leaders	C(C)	prof.univ.dr. MARINESCU Roxana-Elisabeta				roxana.marinescu@rei.ase.ro			
	S(S)	prof.univ.dr. MARINESCU Roxana-Elisabeta				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
	S(S) 1.00
	C(C) 1.00
3.3. Total hours from curriculum	28.00 of which
	S(S) 14.00
	C(C) 14.00
3.4. Total hours of study per semester (ECTS*25)	75.00
3.5. Total hours of individual study	47.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	15.00
Additional documentation in the library, on specialized online platforms and in the field	10.00
Preparation of seminars, labs, assignments, portfolios and essays	15.00
Tutorials	1.00
Examinations	6.00
Other activities	

4. Prerequisites

4.1. of curriculum	Academic study and communication skills
4.2. of competences	Knowing French at B1-B2 level, cf. Common European Framework of Reference for Languages (CEFR)

5. Conditions

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

7. Objectives of the discipline

7.1. General objective	Acquiring knowledge about interculturality in business communication in French 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"> • Demonstrates knowledge of fundamental concepts in the area of business communication in French • Develops understanding, critical thinking and analysis through reading, listening, and watching texts, images, films, audio and video materials imagin, filme, materiale audio/video about intercultural communication. • Develops capacity of comparing "texts" for intercultural communication. • Develops study, evaluation and self-evaluation skills through applying principles, norms and values of professional ethic for rigorous, efficient and responsible work. • Develops team working skills through identifying and assuming roles and responsibilities and technics of relationship building and efficient working within multilingual and multicultural teams. • Improves accuracy and fluency in oral and written communicaiton in French in academic and professional contexts.

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introductory lecture: <ul style="list-style-type: none"> • 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. • Presenting the methodological guide to elaborate team projects and presentations, as part of oral assessment. 	Lecture + teacher-students + students-students interactions	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. Intercultural dialogue and national stereotypes.	Lecture + teacher-students + students-students interactions	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	Intercultural communication and professional competence.	Lecture + teacher-students + students-students interactions	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	Success and failure in intercultural dialogue.	Lecture + teacher-students + students-students interactions	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	International professional mobility.	Lecture + teacher-students + students-students interactions	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 society.	Lecture + teacher-students + students-students interactions	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	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, România
- Ivenciu, N., Le français en milieu interculturel, Textes et exercices, ASE, Bucuresti, 2006, România
- Ferreire, P., D'une culture à l'autre. Acquérir des compétences interculturelles en classe de français, CIEP
- - Capotă, Rodica; Hurduzeu, Raluca; David, Irina; Marinescu, Roxana-Elisabeta, Nicolae, Mariana; Pătru, Cornelia; Rădulescu-Grosu, Lucia; Șerban-Oprescu, Teodora, Comunicarea în relațiile economice internaționale, 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.	Idem	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.
2	Presentation of basic concepts and values for the culture of a community. Intercultural dialogue and national stereotypes. Case study: « RIEN À DÉCLARER », 2010, DANY BOON	Idem	Idem
3	Intercultural communication and professional competence. Case studies	Idem	Idem
4	Success and failure in intercultural dialogue. Case studies.	Idem	Idem
5	International professional mobility. Educational systems. Case studies.	Idem	Idem
6	Social culture: types of society. Case study.	Interaction with students	Idem
7	Models of organisational cultures. AMÉLIE NOTHOMB, « STUPEUR ET TREMBLEMENTS » (1999)	Presentation	Idem
<p>Bibliography</p> <ul style="list-style-type: none"> - Penfornis, J-L, Affaires.com, Clé International, Paris, 2003, Franța - Penfornis, J-L, Français.com, Clé International, Paris, 2003, Franța - Danny Boon, RIEN À DÉCLARER, 2010, http://filmfra.com/rien.html - AMÉLIE NOTHOMB, STUPEUR ET TREMBLEMENTS, Albin Michel, Paris, 1999, Franța 			

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 Reading the course support before the lectures	10.00
10.2. S(S)	Involvement in preparing and discussing topics. Project: essay Culture d'entreprise et communication interculturelle dans le roman « Stupeur et tremblements » (Amélie Nothomb) and vocabulary exercises Written homework : vocabulary exercises and personal opinion on film « RIEN À DÉCLARER », 2010, DANY BOON	Reading and understanding the course support before the lectures Realising individual and group research as requested with coherent and proper usage of methodology	40.00
10.3. Final assessment	Coherent and proper usage of techniques and methodology characteristic for sthe study of intercultural communication.	Oral online exam. Coherent and proper usage of techniques and methodology characteristic for sthe study of intercultural communication.	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. 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).
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Date of listing,
06/13/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,