

# 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	2025-2026

## 2. Information on the discipline

2.1. Name	<b>Contemporary Civilization: Francophony 1</b>								
2.2. Code	<b>25.0223IF2.1-0008</b>								
2.3. Year of study	<b>2</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>3</b>
2.8. Leaders	C(C)	<b>conf.univ.dr. RUSU N OLIVIA-CRISTINA</b>				olivia.rusu@rei.ase.ro			
	S(S)	<b>conf.univ.dr. RUSU N OLIVIA-CRISTINA</b>				olivia.rusu@rei.ase.ro			

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	3.00 of which
	C(C) 2.00
	S(S) 1.00
3.3. Total hours from curriculum	42.00 of which
	C(C) 28.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	75.00
3.5. Total hours of individual study	33.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	10.00
Additional documentation in the library, on specialized online platforms and in the field	9.00
Preparation of seminars, labs, assignments, portfolios and essays	10.00
Tutorials	1.00
Examinations	2.00
Other activities	1.00

## 4. Prerequisites

4.1. of curriculum	
4.2. of competences	Level of competence A2 in French

## 5. Conditions

for the C(C)	Rooms with internet access and multimedia equipment. Students are not allowed to use their mobile op\phones during classes Students are not to be late for class Plagiarism of projects leads to the cancellation of their score
for the S(S)	Seminars require rooms with internet access. 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 Students are not to be late for class

## 6. Acquired specific competences

PREFESSIONAL	C4	Organizing professional, scientific and cultural events that require professional and institutional communication competences in languages A, B and C (company and product/service presentations and formal events, fairs and exhibitions);
PREFESSIONAL	C5	Networking in various institutional contexts (institutions, business entities, NGOs) and use of general and semi-specialized knowledge in professional fields applicable to the specialization undertaken

## 7. Objectives of the discipline

7.1. General objective	the acquisition of knowledge, specific strategies and operational skills for the French-speaking business environment
7.2. Specific objectives	Students discover concepts and strategies for achieving an optimal level of competence and performance in intercultural communication in the Francophone field, Students discover knowledge of the French-speaking business environment, Students will familiarize themselves with the intercultural context: they will know, apply and use linguistic and terminological tools that define Francophonie and the Francophone socio-cultural and economic environment. They will discover the specificity of different cultures, the characteristics of francophone entrepreneurial culture.

## 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Topic 1 Presentation of the course description (course objectives, bibliography, requirements for passing, and assessment methods)	free discussion	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine, pp. 10-20

2	Topic 2 A general look at the French language - its development and history	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine, pp. 10-20
3	Topic 3 History of France (L'Histoire de la France)	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine, pp. 20-30
4	Topic 4 Geography of France, (La géographie de la France)	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine, pp. 20-30
5	Topic 5 Francophonie, politics and the press (La Francophonie, la politique et la presse)	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine, pp. 30-40
6	Topic 6 The French Economy, (L'économie de la France )	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine, pp. 30-40

7	Topic 7 Education and culture, (L'enseignement et la culture)	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine, , pp. 40-50
8	Topic 8 French literature (La littérature française)	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro
9	Topic 9 Painting and sculpture in France. (La peinture et la sculpture en France)	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro
10	Topic 10 French Architecture. (L'architecture française)	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine
11	Topic 11 French cinema. Le cinéma français. Music in France. La musique en France	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine
12	Topic 12 Sport in France (Le sport en France)	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro

13	Topic 13 Gastronomy, wines, holidays and traditions. (La gastronomie, les vins, les fêtes et les traditions)	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar. Worksheets, from: Rusu, Olivia, Course support, online.ase.ro
14	Tema 14 Revision for written test	Written test	-students will practically use the knowledge acquired during the lessons (course notes, specialized articles, online resources) - mandatory consultation of the indicated bibliography

### ***Bibliography***

- Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine, ASE, Bucuresti, 2017, cota biblioteca ASE 306.094 4
- - Drummond, V. , Le management interculturel : gérer efficacement la diversité culturelle dans l'entreprise, Gereso Edition, Le Mans, 2015, cota biblioteca ASE : 139818 ;
- - Ivanciu, N., Le français des affaires en milieu interculturel : textes et exercices de communication, Editura ASE, 2006, cota biblioteca ASE : 121411.
- Rusu, Olivia, Suport de curs, online.ase.ro

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Topic 1 Introductory seminar - objectives, bibliography, requirements and assessment methods	Presentation of the course description (course objectives, bibliography, requirements for passing, and assessment methods)	active participation in discussions
2	Topic 2 Paris - the city of light	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (1 hour)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine
3	Topic 3 Touristic cities of France	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (1 hour)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine

4	Topic 4 Francophonie and the French press.	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (1 hour)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine
5	Topic 5 Education, culture and science	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (1 hour)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine
6	Topic 6 French personalities. Game	Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (1 hour)	Students are advised to: - participate in seminar activities - complete written assignments - prepare for the seminar Worksheets, from: Rusu, Olivia, Course support, online.ase.ro Constantinescu-Stefanel, Aperçu de la civilisation francophone contemporaine
7	Topic 7 Revision & ongoing evaluation, Self-evaluation	- evaluation of the acquired knowledge and developed skills. - using knowledge correctly, in concrete professional and academic contexts - discussing results, giving and receiving feedback.	Participation in the final evaluation. Involvement in providing feedback.

### ***Bibliography***

- Noutchie Njike, Jackson, Civilisation progressive de la francophonie : avec 350 activités, CLE International, Paris, 2005, cota biblioteca ASE 139514
- Phan, T. & al.. Francophonie et mondialisation, Belin, Paris, 2012, cota biblioteca ASE 139542.
- AUF, Francophonie et relations internationales, Editions des archives contemporaines, Paris, 2009, cota biblioteca ASE 139585.
- Constantinescu-Stefanel, R. Aperçu de la civilisation francophone contemporaine, Editura ASE , 2017, cota biblioteca ASE 306.094 4
- Rusu Olivia, Suport de seminar, online.ase.ro, online.ase.ro

### **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)	Quality, seriousness, and creativity in completing seminar assignments. Continuous assessment by recording the quality of completed assignments and participation in activities and seminar discussions.	Continuous assessment by recording the quality of completed assignments and participation in activities and seminar discussions.	20.00
10.2. S(S)	Understanding and assimilation of the concepts taught, ability to integrate and present them. Quality of the argumentation of the oral presentation content.	Oral presentations / Projects	30.00
10.3. Final assessment	Awareness and integration of the activities taught during the semester.	Final assessment in the form of a written test, based on the knowledge acquired during the seminar, through solving exercises, interpretation, and argumentation.	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	To pass, the final grade must be at least 5, reflecting the students' ability to correctly use the specialized language specific to the discipline. The final grade recorded in the catalog is calculated as the weighted average of the grade obtained in exam and the score obtained in the course and seminar, according to the above-mentioned percentages.		

Date of listing,  
05/25/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,