

# 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 2</b> |   |          |                         |             |                               |                        |                             |          |
| 2.2. Code          | <b>25.0223IF2.2-09.1</b>                         |   |          |                         |             |                               |                        |                             |          |
| 2.3. Year of study | <b>2</b>   | 2.4. Semester                               | <b>2</b> | 2.5. Type of assessment | <b>Exam</b> | 2.6. Status of the discipline | <b>A</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   | 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                | 13.00          |
| Additional documentation in the library, on specialized online platforms and in the field | 13.00          |
| Preparation of seminars, labs, assignments, portfolios and essays                         | 15.00          |
| Tutorials   | 2.00           |
| Examinations  | 2.00           |
| Other activities  | 2.00           |

## 4. Prerequisites

|                     |                                   |
|---------------------|-----------------------------------|
| 4.1. of curriculum  |                                   |
| 4.2. of competences | Level of competence B2+ in French |

### 5. Conditions

|              |  |
|--------------|--|
| for the S(S) | Board, PC, overhead projector,   |
| for the C(C) | PC, overhead projector, board<br>• -course materials : course file and on line materials |

### 6. Acquired specific competences

|              |    |   |
|--------------|----|---|
| PREFESSIONAL | 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;                 |
| 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); |

### 7. Objectives of the discipline

|                          |   |
|--------------------------|---|
| 7.1. General objective   | Achieving an optimal level of competence and performance in intercultural communication in the French-speaking world,<br>• knowledge of the French-speaking business environment,<br>• acquisition of specific strategies and operational skills in the French-speaking business environment              |
| 7.2. Specific objectives | Students will become familiar with the intercultural context: they will learn about the elements that define Francophonie and the Francophone socio-cultural and economic environment. They will discover the specificities of different cultures, the characteristics of Francophone cultures, and more. |

### 8. Contents

| 8.1. C(C) |   | Teaching/Work methods   | Recommendations for students   |
|-----------|---|---|--|
| 1         | Topic 1<br>Quebec and the other French speaking North Americans<br>Le Québec et les autres francophones de l'Amérique du Nord | - interactive course<br>- authentic examples from specialized literature<br>(2 hours) | Students are advised to:<br>- participate in course activities<br>- complete written assignments<br>- prepare for the course by actively participating (debates, examples, etc.) through:<br>- individual study, preparation of materials provided (course notes, specialized articles, online resources)<br>- mandatory consultation of the indicated bibliography.<br>Worksheets, from:<br>Rusu, Olivia, Course support, online.ase.ro |

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|---|---|--|---|
| 2 | <p>Topic 2<br/>French speaking Belgium and Switzerland<br/>La Wallonie et la Romandie</p>             | <p>- interactive course<br/>- authentic examples from specialized literature<br/>(2 hours)</p> | <p>Students are advised to:</p> <ul style="list-style-type: none"> <li>- participate in course activities</li> <li>- complete written assignments</li> <li>- prepare for the course by actively participating (debates, examples, etc.) through:</li> <li>- individual study, preparation of materials provided (course notes, specialized articles, online resources)</li> <li>- mandatory consultation of the indicated bibliography.</li> </ul> <p>Worksheets, from:<br/>Rusu, Olivia, Course support, online.ase.ro</p> |
| 3 | <p>Topic 3<br/>luxemburg, Monaco and the Aosta Valley<br/>Le Luxembourg, le Monaco et Val d'Aoste</p> | <p>- interactive course<br/>- authentic examples from specialized literature<br/>(2 hours)</p> | <p>Students are advised to:</p> <ul style="list-style-type: none"> <li>- participate in course activities</li> <li>- complete written assignments</li> <li>- prepare for the course by actively participating (debates, examples, etc.) through:</li> <li>- individual study, preparation of materials provided (course notes, specialized articles, online resources)</li> <li>- mandatory consultation of the indicated bibliography.</li> </ul> <p>Worksheets, from:<br/>Rusu, Olivia, Course support, online.ase.ro</p> |
| 4 | <p>Topic 4<br/>The Maghreb : Morocco and Algeria<br/>Le Maghreb : le Maroc et l'Algérie</p>           | <p>- interactive course<br/>- authentic examples from specialized literature<br/>(2 hours)</p> | <p>Students are advised to:</p> <ul style="list-style-type: none"> <li>- participate in course activities</li> <li>- complete written assignments</li> <li>- prepare for the course by actively participating (debates, examples, etc.) through:</li> <li>- individual study, preparation of materials provided (course notes, specialized articles, online resources)</li> <li>- mandatory consultation of the indicated bibliography.</li> </ul> <p>Worksheets, from:<br/>Rusu, Olivia, Course support, online.ase.ro</p> |

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| 5 | <p>Topic 5<br/>Le Maghreb : la Tunisie et la Mauritanie<br/>The Maghreb : Tunisia and Mauritania</p> | <p>- interactive course<br/>- authentic examples from specialized literature<br/>(2 hours)</p> | <p>Students are advised to:<br/>- participate in course activities<br/>- complete written assignments<br/>- prepare for the course by actively participating (debates, examples, etc.) through:<br/>- individual study, preparation of materials provided (course notes, specialized articles, online resources)<br/>- mandatory consultation of the indicated bibliography.<br/>Worksheets, from:<br/>Rusu, Olivia, Course support, online.ase.ro</p> |
| 6 | <p>Topic 6<br/>French speaking Asia<br/>L'Asie francophone</p>                                       | <p>- interactive course<br/>- authentic examples from specialized literature<br/>(2 hours)</p> | <p>Students are advised to:<br/>- participate in course activities<br/>- complete written assignments<br/>- prepare for the course by actively participating (debates, examples, etc.) through:<br/>- individual study, preparation of materials provided (course notes, specialized articles, online resources)<br/>- mandatory consultation of the indicated bibliography.<br/>Worksheets, from:<br/>Rusu, Olivia, Course support, online.ase.ro</p> |
| 7 | <p>Topic 7<br/>French speaking Africa<br/>L'Afrique francophone</p>                                  | <p>- interactive course<br/>- authentic examples from specialized literature<br/>(2 hours)</p> | <p>Students are advised to:<br/>- participate in course activities<br/>- complete written assignments<br/>- prepare for the course by actively participating (debates, examples, etc.) through:<br/>- individual study, preparation of materials provided (course notes, specialized articles, online resources)<br/>- mandatory consultation of the indicated bibliography.<br/>Worksheets, from:<br/>Rusu, Olivia, Course support, online.ase.ro</p> |

**Bibliography**

- AUF, Organisation Internationale de la Francophonie „La langue française dans le monde 2014”, Nathan, Paris, 2014, Franța
- Rusu, O., Suport de curs, online.ase.ro

|           |                       |                              |
|-----------|-----------------------|------------------------------|
| 8.2. S(S) | Teaching/Work methods | Recommendations for students |
|           |                       |                              |

|   |   |  |   |
|---|---|--|---|
| 1 | <p>Topic 1<br/>Jeu argumentatif (Argumentative game)</p>  | <p>Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)</p> | <p>Students are advised to:</p> <ul style="list-style-type: none"> <li>- participate in seminar activities</li> <li>- complete written assignments</li> <li>- prepare for the seminar.</li> </ul> <p>Students will participate in active teaching (debates, examples, etc.) through:</p> <ul style="list-style-type: none"> <li>- individual study, preparation of materials provided (lecture notes, specialized articles, online resources)</li> <li>- mandatory consultation of the indicated bibliography.</li> </ul> <p>Worksheets, from:<br/>Rusu, Olivia, Course support, <a href="http://online.ase.ro">online.ase.ro</a></p> |
| 2 | <p>Topic 2<br/>L'étude du marché francophone (Francophone Market Survey)</p>                                      | <p>Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)</p> | <p>Students are advised to:</p> <ul style="list-style-type: none"> <li>- participate in seminar activities</li> <li>- complete written assignments</li> <li>- prepare for the seminar.</li> </ul> <p>Students will participate in active teaching (debates, examples, etc.) through:</p> <ul style="list-style-type: none"> <li>- individual study, preparation of materials provided (lecture notes, specialized articles, online resources)</li> <li>- mandatory consultation of the indicated bibliography.</li> </ul> <p>Worksheets, from:<br/>Rusu, Olivia, Course support, <a href="http://online.ase.ro">online.ase.ro</a></p> |
| 3 | <p>Topic 3<br/>Promotion et vente dans les pays francophones (Promoting and selling in Francophone countries)</p> | <p>Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)</p> | <p>Students are advised to:</p> <ul style="list-style-type: none"> <li>- participate in seminar activities</li> <li>- complete written assignments</li> <li>- prepare for the seminar.</li> </ul> <p>Students will participate in active teaching (debates, examples, etc.) through:</p> <ul style="list-style-type: none"> <li>- individual study, preparation of materials provided (lecture notes, specialized articles, online resources)</li> <li>- mandatory consultation of the indicated bibliography.</li> </ul> <p>Worksheets, from:<br/>Rusu, Olivia, Course support, <a href="http://online.ase.ro">online.ase.ro</a></p> |
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|---|---|--|---|
| 4 | <p>Topic 4<br/>La Francophonie face à la mondialisation (Francophony facing globalization)</p>                        | <p>Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)</p> | <p>Students are advised to:</p> <ul style="list-style-type: none"> <li>- participate in seminar activities</li> <li>- complete written assignments</li> <li>- prepare for the seminar.</li> </ul> <p>Students will participate in active teaching (debates, examples, etc.) through:</p> <ul style="list-style-type: none"> <li>- individual study, preparation of materials provided (lecture notes, specialized articles, online resources)</li> <li>- mandatory consultation of the indicated bibliography.</li> </ul> <p>Worksheets, from:<br/>Rusu, Olivia, Course support, <a href="http://online.ase.ro">online.ase.ro</a></p> |
| 5 | <p>Topic 5<br/>Faire un tour de presse (Reading the press)</p>  | <p>Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)</p> | <p>Students are advised to:</p> <ul style="list-style-type: none"> <li>- participate in seminar activities</li> <li>- complete written assignments</li> <li>- prepare for the seminar.</li> </ul> <p>Students will participate in active teaching (debates, examples, etc.) through:</p> <ul style="list-style-type: none"> <li>- individual study, preparation of materials provided (lecture notes, specialized articles, online resources)</li> <li>- mandatory consultation of the indicated bibliography.</li> </ul> <p>Worksheets, from:<br/>Rusu, Olivia, Course support, <a href="http://online.ase.ro">online.ase.ro</a></p> |
| 6 | <p>Topic 6<br/>Présentations – les grandes personnalités francophones (Presentations – Francophone personalities)</p> | <p>Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)</p> | <p>Students are advised to:</p> <ul style="list-style-type: none"> <li>- participate in seminar activities</li> <li>- complete written assignments</li> <li>- prepare for the seminar.</li> </ul> <p>Students will participate in active teaching (debates, examples, etc.) through:</p> <ul style="list-style-type: none"> <li>- individual study, preparation of materials provided (lecture notes, specialized articles, online resources)</li> <li>- mandatory consultation of the indicated bibliography.</li> </ul> <p>Worksheets, from:<br/>Rusu, Olivia, Course support, <a href="http://online.ase.ro">online.ase.ro</a></p> |
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|---|---|--|--|
| 7 | <p>Topic 7<br/>Présentations – les grandes personnalités francophones (Presentations – Francophone personalities)</p> | <p>Interactive teaching (interactive teaching, exercises, activities, listening, role-playing) (2 hours)</p> | <p>Students are advised to:</p> <ul style="list-style-type: none"> <li>- participate in seminar activities</li> <li>- complete written assignments</li> <li>- prepare for the seminar.</li> </ul> <p>Students will participate in active teaching (debates, examples, etc.) through:</p> <ul style="list-style-type: none"> <li>- individual study, preparation of materials provided (lecture notes, specialized articles, online resources)</li> <li>- mandatory consultation of the indicated bibliography.</li> </ul> <p>Worksheets, from:<br/>Rusu, Olivia, Course support, online.ase.ro</p> |
|---|---|--|--|

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- Rusu, O., Suport de seminar, 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 teaching-learning content is based on the requirements of the labour market for students' preparation to integrate an intercultural professional environment

**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,  
06/13/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,