

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	2026-2027

2. Information on the discipline

2.1. Name	Discourse Analysis - Types of Economic Discourse in French								
2.2. Code	26.0223IF3.2-07.1								
2.3. Year of study	3	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	A	2.7. Number of ECTS credits	4
2.8. Leaders	C(C)	conf.univ.dr. RUSU N OLIVIA-CRISTINA					olivia.rusu@rei.ase.ro		
	S(S)	conf.univ.dr. RUSU N OLIVIA-CRISTINA					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
	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	25.00
Preparation of seminars, labs, assignments, portfolios and essays	25.00
Tutorials	
Examinations	
Other activities	

4. Prerequisites

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

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
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

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	C2	Adequate use of written and oral mediation techniques, as well as of translation and interpretation techniques from language B or C in language A and vice-versa, in general and semi-specialized fields;
PFESSIONAL	C3	Adequate use of generally applicable documentation, information search, classification and storage techniques, adequate use of information resources (electronic dictionaries, databases), basic competences in text editing and correction, use of computer text editing programs and of document archiving techniques;
PFESSIONAL	C7	Assisting the planning and conduct of negotiations in international business;

7. Objectives of the discipline

7.1. General objective	-Developing professional skills in French -Developing professional skills of interpretation/translation in economics
7.2. Specific objectives	<ul style="list-style-type: none"> • Dezvoltarea de competente de intelegere/analiza/interpretare a discursului economic • Dezvoltarea de competente de comunicare in contexte specifice domeniului economic

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Topic 1 - Part 1 •Economic literature: economics, international commerce, management, marketing, accountancy and audit, finance, statistics – 3 weeks	-interactive teaching -authentic examples from the media and specialized literature	-individual study -reading the bibliography
2	Topic 1 - Part 2 •Economic literature: economics, international commerce, management, marketing, accountancy and audit, finance, statistics – 3 weeks	-interactive teaching -authentic examples from the media and specialized literature	-individual study -reading the bibliography
3	Topic 1 - Part 3 •Economic literature: economics, international commerce, management, marketing, accountancy and audit, finance, statistics – 3 weeks	-interactive teaching -authentic examples from the media and specialized literature	-individual study -reading the bibliography
4	Topic 2 - Part 1 Economic media – 2 weeks	-interactive teaching -authentic examples from the media and specialized literature	-individual study -reading the bibliography
5	Topic 2 - Part 2 Economic media – 2 weeks	-interactive teaching -authentic examples from the media and specialized literature	-individual study -reading the bibliography
6	Topic 3 •Types of contracts: sales and purchase, lease, license, agency, credit, insurance, rental lease	-interactive teaching -authentic examples from the media and specialized literature	-individual study -reading the bibliography
7	Revisión and feedback Self-assessment and oral evaluation		Knowledge of studied key issues
8			
9			

Bibliography

- Echaudemaison, Claude-Danièle et al., , L'économie aux concours des grandes écoles, Nathan, Paris, 1996, Franța
- Mankiw, Gregory N, Principes de l'économie, Economica, Paris, 1998, Franța
- Melo, Jaime de, Grether, Jean-Marie, Commerce international. Théories et applications, De Broeck&Larcier, Bruxelles, 1997, Belgia
- Dayan, Armand et al, Manuel de gestion, vol.I, vol II, Ellipses, Paris, 2004, Franța
- Koenig, Gérard, Management stratégique, Nathan, Paris, 1996, Franța
- Kotler, Philip, Keller, Kevin Lane, Dubois, Bernard, Manceau, Delphine, Marketing management, Pearson Education France, Paris, 2006, Franța
- Ansion, Guy, Les méthodes de prévision en économie, Armand Colin, Paris, 1990, Franța
- Obert, Robert, Mairesse, Marie-Pierre, Comptabilité et audit, Dunod, Paris, 2009, Franța
- „Capital”, „L'Entreprise”, „Problèmes économiques”, „Management”, , Paris, Franța
- www.business-in-a-box.com/Contrats
- www.documentissime.fr/modeles.../contrats-commerciaux/ (contrat d'agence)
- www.documents.fr > ... > Marketing et Ventes (franchise)
- Teulié, Jacques, Topsacalian, Patrick, Finance, Vuibert, Paris, 2005, Franța

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Topic 1 - Part 1 Applications: •Economic literature: economics, international commerce, management, marketing, accountancy and audit, finance, statistics – 3 weeks	-analyzing and interpreting authentic examples from media and literature -translating authentic documents	-individual study -compulsory reference to the indicated bibliography -homework
2	Topic 1 - Part 2 Applications: •Economic literature: economics, international commerce, management, marketing, accountancy and audit, finance, statistics – 3 weeks	-analyzing and interpreting authentic examples from media and literature -translating authentic documents	-individual study -compulsory reference to the indicated bibliography -homework
3	Topic 1 - Part 3 Applications: •Economic literature: economics, international commerce, management, marketing, accountancy and audit, finance, statistics – 3 weeks	-analyzing and interpreting authentic examples from media and literature -translating authentic documents	-individual study -compulsory reference to the indicated bibliography -homework
4	Topic 2 - Part 1 Applications: Economic media – 2 weeks	-analyzing and interpreting authentic examples from media and literature -translating authentic documents	-individual study -compulsory reference to the indicated bibliography -homework
5	Topic 2 - Part 2 Applications: Economic media – 2 weeks	-analyzing and interpreting authentic examples from media and literature -translating authentic documents	-individual study -compulsory reference to the indicated bibliography -homework
6	Topic 3 Applications: •Types of contracts: sales and purchase, lease, license, agency, credit, insurance, rental lease	-analyzing and interpreting authentic examples from media and literature -translating authentic documents	-individual study -compulsory reference to the indicated bibliography -homework
7	Revicion and feedback Selfassesment and oral evaluation		

Bibliography

- Echaudemaison, Claude-Danièle et al., , L'économie aux concours des grandes écoles, Nathan, Paris, 1996, Franța
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- Kotler, Philip, Keller, Kevin Lane, Dubois, Bernard, Manceau, Delphine, Marketing managerment, Pearson Education France, Paris, 2006, Franța
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- Obert, Robert, Mairesse, Marie-Pierre, Comptabilité et audit, Dunod, Paris, 2009, Franța
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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)		Assessment during the course and the seminar	30.00
10.2. S(S)			20.00
10.3. Final assessment		Oral examination	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	The students shall attend 2/3 of the courses and seminars, shall answer once every seminar, shall participate in a debate, shall make a presentation and shall get half of the points in the exam.		

Date of listing,
04/24/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,