

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	International business and economics
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Communication in English
1.8. Language of study	English
1.9. Academic year	2017-2018

2. Information on the discipline

2.1. Name	Communication Theories and Face-to-Face Communication Techniques								
2.2. Code	17.0091IF1.1-0001								
2.3. Year of study	1	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	4
2.8. Leaders	C(C)	Asociat dr. CONSTANTINESCU Ștefănel Ruxandra				ruxandra.constantinescu@rei.ase.ro			

3. Estimated Total Time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	1.00	of which	
		C(C)	1.00
3.3. Total hours from curriculum	14.00	of which	
		C(C)	14.00
3.4. Total hours of study per semester (ECTS*25)	100.00		
3.5. Total hours of individual study	86.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	26.00		
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	10.00		
Other activities			

4. Prerequisites

4.1. of curriculum	
4.2. of competences	Level B2 in English

5. Conditions

for the C(C)	<ul style="list-style-type: none">• Room provided with board, cassette player, CD player, PC, overhead projector• Course materials: university course and materials distributed on line
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6. Acquired specific competences

PREFESSIONAL	C3	
PREFESSIONAL	C4	
PREFESSIONAL	C5	

7. Objectives of the discipline

7.1. General objective	<ul style="list-style-type: none">• Developing face-to-face communication skills in intercultural professional situations
7.2. Specific objectives	<ul style="list-style-type: none">• The students will develop their face-to-face communication skills and will acquire knowledge and abilities needed to adapt to the social context, perception and listening, verbal and non verbal language• The students will get acquainted with the most important present techniques and theories concerning face-to-face communication: the transactional analysis, NLP, the face theory

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Topic 1 – What is Communication - 2 hours Bibliography Constantinescu-Stefanel, R. Theories and Techniques of Face-toFace Communication, p.9-26	-interactive teaching -free debate on the course topic -activities to acquire the course topic	-the students will participate in the interactive teaching (opinions, debates, activities)
2	Topic 2 – Interpersonal Communication – 2 hours Bibliography Constantinescu-Stefanel, R. Theories and Techniques of Face-toFace Communication, p.27-46	-interactive teaching -free debate on the course topic -activities to acquire the course topic	-the students will participate in the interactive teaching (opinions, debates, activities)
3	Topic 3 – Perception and Listening – 2 hours Bibliography Constantinescu-Stefanel, R. Theories and Techniques of Face-toFace Communication, p.47-68	-interactive teaching -free debate on the course topic -activities to acquire the course topic	-the students will participate in the interactive teaching (opinions, debates, activities)
4	Topic 4 – Verbal and Nonverbal Communication – 2 hours Bibliography Constantinescu-Stefanel, R. Theories and Techniques of Face-toFace Communication, p.69-92	-interactive teaching -free debate on the course topic -activities to acquire the course topic	-the students will participate in the interactive teaching (opinions, debates, activities)
5	Topic 5 – Transactional Analysis and Psychoanalysis – 2 hours Bibliografie Constantinescu-Stefanel, R. Theories and Techniques of Face-toFace Communication, p.93-128	-interactive teaching -free debate on the course topic -activities to acquire the course topic	-the students will participate in the interactive teaching (opinions, debates, activities)
6	Topic 6 – Neuro-Linguistic Programming – 2 hours Bibliography Constantinescu-Stefanel, R. Theories and Techniques of Face-toFace Communication, p.129-168	-interactive teaching -free debate on the course topic -activities to acquire the course topic	-the students will participate in the interactive teaching (opinions, debates, activities)
7	Topic 7 – The Face Theory – 2 hours Bibliography Constantinescu-Stefanel, R. Theories and Techniques of Face-toFace Communication, p.169-188	-interactive teaching -free debate on the course topic -activities to acquire the course	-the students will participate in the interactive teaching (opinions, debates, activities)

Bibliography

- Constantinescu-Stefanel, Theories and Techniques of Face-to-Face Communication, ASE, 2011
- Alder, H.; Heather, B. , NLP in 21 days, Judy Piatkus (Publishers) Ltd, 2000
- Chaney, L. H.; Martin, J. S. , Intercultural Business Communication, Prentice Hall, 2000
- Goffman, E., Relations in Public. Micro studies of the Public Order, Basic Books Inc. Publishers, 1971
- Hartley, P. , Interpersonal Communication, Routledge, 1993
- Khan-Panni, P.; Swallow, D. , Communicating Across Cultures, How To Books Ltd, 2003
- Level, D.A. jr.; Galle, W.P. jr., Managerial Communication, BPI Irwin – Homewood, 1988
- Sinclair, J. , An ABC of NLP, Aspen, 1998
- Trompenaars, F. , Riding the Waves of Culture, Nicholas Brealy Publishing Ltd, 1993

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 curriculum is based on the labour market requirements concerning the training for professional communication

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Written examination	Final evaluation	100.00
10.2. Final assessment			
10.3. Modality of grading	Whole notes 1-10		
10.4. Minimum standard of performance	The student shall attend 1/3 of the courses, shall answer once every course, shall obtain half the points in the written examination		

Date of listing,
05/26/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,