

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	2018-2019

2. Information on the discipline

2.1. Name	International Communication								
2.2. Code	18.0091IF2.1-0003								
2.3. Year of study	2	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	2
2.8. Leaders	S(S)	conf.univ.dr. GROSU-RĂDULESCU Lucia-Mihaela				lucia.grosu@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	
		S(S)	1.00
3.3. Total hours from curriculum	14.00	of which	
		S(S)	14.00
3.4. Total hours of study per semester (ECTS*25)	50.00		
3.5. Total hours of individual study	36.00		
<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	10.00		
Preparation of seminars, labs, assignments, portfolios and essays	10.00		
Tutorials	1.00		
Examinations	2.00		
Other activities	3.00		

4. Prerequisites

4.1. of curriculum	
4.2. of competences	Advanced abilities of oral and written English

5. Conditions

for the S(S)	-classrooms with PC, internet, projector and blackboard -course materials, bibliography and audio/video materials -do not use the mobile phone
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6. Acquired specific competences

PREFESSIONAL	C2	
PREFESSIONAL	C3	

7. Objectives of the discipline

7.1. General objective	To know the most important international theories about organisations and leadership
7.2. Specific objectives	- to identify and assess the communication problems - communication crisis and solutions - to develop and identify the strategies to promote the best practices in inter/national and specific contexts

8. Contents

8.1. S(S)		Teaching/Work methods	Recommendations for students
1	1. Introduction of course and course procedures. International Communication. Defining concepts and terminology (2 seminars)..	Interactive course. Team work.	
2	2. International Communication. International Languages. English as a Lingua Franca (2 seminars)..	Interactive course	
3	3. International Communication - intl orgs vs. governments vs. business vs NGOs, Communication in Intl Organizations (2 seminars)..	idem	
4	4. Country to Country Communication; Patterns of Communication in Intl Organizations; Values and their roles in communication; doing business in a corrupt world (2 seminars).	idem	to study the course bibliography and materials
5	5. Using Interpreters and Translators – linguistic & psychological challenges; Competitiveness and language issues in the global job markets (2 seminars).	idem	idem
6	6. The language of international management; international projects (2 seminars).	Interactive course. Team work.	idem
7	7. Awareness of audience and purpose of communication – variety of genres in international communication. Fog Index (2 seminars).	Interactive course.	idem

Bibliography

- Nicolae, M, Lecture Notes, ASE, 2012
- Basil Hatim, Jeremy Munday, Translation: an advanced resource book, Routledge Applied Linguistics, 2010
- Bovée C.L., Thill J.V., Schatzmann , Business Communication Today, Prentice Hall, 2003
- Fairclough, N, Language and Power, Longman, 1994
- Hewings, M, Advanced Grammar in Use, CUP, 2002
- Moulder, J, 47 Poems by Mihail Eminescu, Editura Arhiepiscopiei Argeşului și Muscelului, 2011
- <http://www.betterquestionsaretheanswer.com/answer.php>
- Nicolae, M, Șerban-Oprescu, T, (coord.), , Communication Matters. Aspectele comunicării contează, ASE, 2012
- Strutt, P, Business English Usage, Longman, 1993
- Susan Bassnett, Translation Studies, 3rd edition, Routledge, New Accents, 2002
- Lindsay Tighe, The ANSWER - Improve your Life by Asking Better Questions

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

-To have some specialist present some case studies. To talk about the course contents with specilists. To invite trainers or expacts to talk about their experiences

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	- to listen effectively, to interact with the teacher	- self-assessment, class-mate assessment and teacher assessment	40.00
10.2. S(S)	idem	- to assess the skills required for oral and written communication within professional and academic context; attendance	10.00
10.3. Final assessment	exam	- to assess the written intercultural communication skills within professional and academic context	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	To write an essay, to participate actively in the seminars, to fulfill the class asigment		

Date of listing,
05/26/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,