

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	Critical Reading of Corporate Discourse								
2.2. Code	18.0091IF2.1-0007								
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	3
2.8. Leaders	S(S)	conf.univ.dr. BARDI Mirela					mirela.bardi@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)	75.00		
3.5. Total hours of individual study	61.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	15.00		
Additional documentation in the library, on specialized online platforms and in the field	20.00		
Preparation of seminars, labs, assignments, portfolios and essays	15.00		
Tutorials	4.00		
Examinations	4.00		
Other activities	3.00		

4. Prerequisites

4.1. of curriculum	
4.2. of competences	Ability to communicate in English and awareness of the standards of academic communication.

5. Conditions

for the S(S)	Sessions unfold in rooms provided with internet access.
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6. Acquired specific competences

PREFESSIONAL	C4	
PREFESSIONAL	C5	

7. Objectives of the discipline

7.1. General objective	Development of critical thinking abilities in view of analysing corporate discourse structures embedded in various genres
7.2. Specific objectives	<ul style="list-style-type: none"> • Using critical thinking tools in the analysis of corporate discourses • Identifying specific genres • Using critical thinking in developing professional projects

8. Contents

8.1. S(S)		Teaching/Work methods	Recommendations for students
1	1. Argument structure and functions 2. Critical analysis criteria	Example analysis, group and plenary discussion	Reading recommended articles in preparation for the session .
2	Professional article analysis – generic and specific features (Harvard Business Review articles)	idem	idem
3	Analysis of one selected article from a collection of suggested articles	Group work	idem
4	Generic elements of professional documents – business reports, letters etc.		
5	Critical analysis of the Letter to stakeholders by leading CEO (Jack Welch, 1990)	Group and plenary discussion	idem
6	Critical analysis of one research article in the field of business communication	idem	idem
7	Presentation – analysis of one chosen professional article	Group presentation	To be delivered in class/in writing

Bibliography

- University of Manchester, Academic Phrasebank, www.phrasebank.manchester.ac.uk
- Amernic, J and Craig, R , CEO Speak – The Language of Corporate Leadership, McGill- Queen’s University Press, 2006
- Dodd, C. H. , Business and Professional Communication, Boston: Pearson Education, 2004
- Bailey, S , Academic Writing - A Handbook for International Students, London: Routledge, 2006
- Caprar, D , Foreign locals: A cautionary tale on the culture of MNC local employees, Journal of International Business Studies, 2011
- Morley, J, Doyle, P and Pople, I , Words for Ideas, Newbury: Express Publishing, 2007

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 is entirely in agreement with the standards and expectations of the epistemic community and with the practice of professional communication in companies.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Active involvement in classroom work Conducting and delivering an article analysis	Quality of classroom activity	50.00
10.2. Final assessment	Exam - Conducting and delivering an article analysis	Quality of analysis and argumentation	50.00
10.3. Modality of grading	Whole notes 1-10		
10.4. Minimum standard of performance	Ability to conduct a critical analysis of a professional article using the appropriate models.		

Date of listing,
05/26/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,