

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, Gender and Business								
2.2. Code	17.0091IF1.2-0008								
2.3. Year of study	1	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	3
2.8. Leaders	C(C)	prof.univ.dr. MARINESCU Roxana-Elisabeta				roxana.marinescu@rei.ase.ro			
	S(S)	prof.univ.dr. MARINESCU Roxana-Elisabeta				roxana.marinescu@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)	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	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	20.00
Tutorials	0.00
Examinations	7.00
Other activities	0.00

4. Prerequisites

4.1. of curriculum	
4.2. of competences	

5. Conditions

for the C(C)	Lectures take place in internet and multi media access rooms
for the S(S)	Seminars take place in internet and multi media access rooms

6. Acquired specific competences

PREFESSIONAL	C1	
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7. Objectives of the discipline

7.1. General objective	<ul style="list-style-type: none"> • Developing skills of identifying and in-depth analysis of means of implementing gender equality strategies and gender neutre communication in international business
7.2. Specific objectives	<p>Investigation and analysis of theories and key concepts regarding gender equality and gender neutre communication in international business</p> <ul style="list-style-type: none"> • Designing, drawing up and supporting the implementation of a strategy of international communication free of gender stereotypes, and formulating alternative solutions of gender neutre communication in the context of a dynamic business environment • Testing the results of implementing neutre gender communication strategies in international business, with the aim of validating them

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introductory lecture: objectives and skills acquired as a result of learning, methodology and instruments, sources, standards and formative continuous assessment and final assessment. Presenting the methodological guide for team projects (gender equality strategies in the business environment) and presentations for the final assessment.	Students interaction. Lectures are powerpoint and multimedia based	Course support is sent to students beforehand. Students are recommended to read the course support to interact during lectures.
2	Gender studies theories (marxism, liberalism, ecology) from a balanced gender perspective (feminism, masculinity) and their impact on international business and the global economy	Lecture and students interaction	Idem
3	Key concepts for gender studies in the international business context (e.g. gender equality, sexism, gender neutre language, gender stereotypes, etc.)	Idem	Idem
4	Business communication in international business from a gender perspective: image and representation, language	Idem	Idem
5	European gender policies and their integration in Romanian companies	Idem	Idem
6	Communication strategies and alternative solutions from a gender balance perspective in Human Resources: identifying, selecting and staff retention	Idem	Idem
7	Communication strategies and alternative solutions from a gender balance perspective in marketing, advertising and PR	Idem	Idem

Bibliography

- Baehr, R. A., Liberal Feminism, 2007, <http://plato.stanford.edu/entries/feminism-liberal/>, Statele Unite ale Americii
- Beauvoir, S. de. , The Second Sex, Vintage Books , New York, 1989, Statele Unite ale Americii
- Beauvoir, S. de. , Al doilea sex, Univers, Bucuresti, 2006, România
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- Beynon, J.(, Masculinities and Culture, Open University Press , Buckingham & Philadelphia, 2002, Statele Unite ale Americii
- Ferguson, A., Hennessy, R, Feminist Perspectives on Class and Work, 2010, <http://plato.stanford.edu/entries/feminism-class/>
- Friedan, B. , The Feminine Mystique, Statele Unite ale Americii
- Kegan Gardiner, J., Men, Masculinities and Feminist Theory , Columbia University Press, New York, 2002, http://www.sagepub.com/upm-data/5177_Kimmel_Chapter_3.pdf, Statele Unite ale Americii
- Miroiu, M., Drumul către autonomie. Teorii politice feministe, Polirom, Iasi, 2004, România
- Ecofeminism, <http://www.ecofeminism.net/>
- Ecofeminism, <http://www.ecofem.org/>

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Discussing requirements for seminar tasks and elaborating a group project (gender equality strategies in business) for final assessment.	Presentation	Seminar materials are sent to the students in advance. The students are recommended to read the materials beforehand to interact in the seminar. Multi media.
2	In-depth analysis of the main gender theories from a balanced perspective (feminism, masculinity) and the impact on the economy (marxism, feminism, ecology)	Students interaction	Idem
3	Discussing key concepts for gender studies and their analysis in the international business context (e.g. gender equality, sexism, gender neutre language, gender stereotypes, etc.) • Raportul International Labour Organisation (2004) Gender Equality and Decent Work. Good Practices at the Workplace. • Ghidul Oxfam International Gender Equality. It's Your Business, 2012	Students interaction	Idem
4	Articles, case studies • Deloitte: The Gender Dividend. Making the Business Case for Investing in Women. • Raportul World Bank Women, Business and the Law, 2012	Students interaction	Idem
5	European gender policies, their integration in Romanian companies • Analysis of the UE Campaign 2008 Break Gender Stereotypes. Give Talent A Change pt.intreprinderi mici și mijlocii și manageri de resurse umane • Analysis of advertising campaigns and ads from a gender perspective	Students interaction	Idem
6	Making a HR, marketing or advertising project from a gender perspective	Team work	Multi media
7	Project presentation and feedback	Presentations and feedback	Multi media

Bibliography

- Bin Humam, Y., Kushnir, K., Ramalho, R. , Mapping the Legal Gender Gap in Getting a Job, 2012, <http://wbl.worldbank.org/~media/FPDKM/WBL/Documents/Reports/2012/Women-Business-and-the-Law-2012.pdf>
- EU Commission (under the European Community Programme for Employment and Social Solidarity 2007-2013), Break Gender Stereotypes. Give talent A Chance. Toolkit for SME Advisors and Human Resources Managers, 2013, ec.europa.eu/social/
- EU Commission (under the European Community Programme for Employment and Social Solidarity 2007-2013), Break Gender Stereotypes. Give talent A Chance. Review of the National Situation of Romania, 2013, ec.europa.eu/social/
- EU Commission (under the European Community Programme for Employment and Social Solidarity 2007-2013), Break Gender Stereotypes. Give talent A Chance. Tips and Tools for Smart Managers, 2013
- International Labor Organisation , Gender Equality and Decent Work. Good Practices at the Workplace., 2004, <http://www.ilo.org/dyn/gender/docs/RES/398/F1448380228>
- Oxfam International , Gender Equality. It's Your Business, , 2012, <http://www.oxfam.org/sites/www.oxfam.org/files/bfb07-gender-equality-its-your-business-060312-en.pdf>
- Miroiu, M. , Guidelines for Promoting Gender Equity in Higher Education in Central and Eastern Europe, CEPES, UNESCO, 2003, <http://unesdoc.unesco.org/images/0013/001306/130600eo.pdf>
- Pellegrino, G., D'Amato, S., Weisberg, A. , Deloitte: The Gender Dividend. Making the Business Case for Investing in Women, 2011, www.deloitte.com/genderdividend
- The World Bank , Women, Business and the Law. Removing Barriers to Economic Inclusion, 2012, <http://wbl.worldbank.org/>
- UN Entity for Gender Equality and the Empowerment of Women , Women's Empowerment Principles. Equality Means Business, 2010, http://www.unglobalcompact.org/docs/issues_doc/human_rights/Resources/WEP_EMB_Booklet.pdf

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

Permanent contact with representatives of the business environment, with gender studies specialists, inviting them to present their gender equality experience.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Interaction and participation: questions, comments, examples, case studies.	Interaction frequency and solidity and course support study.	10.00
10.2. S(S)	Involvement in research and discussing issues	Sudy of materials beforehand and interaction frequency and solidity	20.00
10.3. Final assessment	Presenting the project in teams	Oral exam	70.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Drawing up a plan for the implementation of a gender neutre communication strategy in international business in a real context		

Date of listing,
05/26/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,