

Syllabus

1. Programme information

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|------------------------|---|
| 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 | 2024-2025 |

2. Information on the discipline

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|--------------------|---|---|----------|-------------------------|-------------|-------------------------------|----------|-----------------------------|----------|
| 2.1. Name | Contemporary British and American Culture and Society in International Relations | | | | | | | | |
| 2.2. Code | 24.0223IF3.1-04.1 | | | | | | | | |
| 2.3. Year of study | 3 | 2.4. Semester | 1 | 2.5. Type of assessment | Exam | 2.6. Status of the discipline | A | 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 | 20.00 |
| Additional documentation in the library, on specialized online platforms and in the field | 12.00 |
| Preparation of seminars, labs, assignments, portfolios and essays | 12.00 |
| Tutorials | 1.00 |
| Examinations | 2.00 |
| Other activities | 0.00 |

4. Prerequisites

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

5. Conditions

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| for the C(C) | Rooms with internet access and multimedia equipment. Students are not allowed to use their mobile op\phones during classes other than instructed. 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 other than instructed. Students are not to be late for class. |

6. Acquired specific competences

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| PREFESSIONAL | 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; |
| PREFESSIONAL | C6 | Communication in multilingual professional contexts requiring linguistic and cultural integration, negotiation and mediation; |

7. Objectives of the discipline

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| 7.1. General objective | Aquiring knowledge about british and AMERICAN societies in the context of international relations and developing understanding, academic thinking and critical analysis of basic texts in the area of cultural studies for intercultural negotiation and linguistic mediation in the context of international business. |
| 7.2. Specific objectives | <ul style="list-style-type: none"> • Demonstrates knowledge of fundamental concepts in the area of business communication in British and American culture and civilisation • Develops understanding, critical thinking and analysis through reading, listening, and watching texts, images, films, audio and video materials imagini, filme, materiale audio/video about contemporary culture and civilisation. • Develops capacity of comparing "texts" of British and American contemporary culture. • Develops study, evaluation and self-evaluation skills through applying principles, norms and values of professional ethic for rigurous, efficient and responsible work. • Develops team working skills through identifying and assuming roles and responsibilities and technics of realationship building and efficient working within multilingual and multicultural teams. • Improves accuracy and fluency in oral and written communication in English in academic and professional contexts. |

8. Contents

| 8.1. C(C) | | Teaching/Work methods | Recommendations for students |
|-----------|---|---|------------------------------|
| 1 | Introductory lecture: • Presenting the subject objectives and skills acquired; presenting methodology and working tools, data bases and of the requirements and standards of continuous and final assessment. • Presenting the methodological guide to elaborate team projects and presentations, as part of oral assessment. | Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and | |
| 2 | Presentation some basic concepts for contemporary culture and civilisation (consumerism, manipulation, etc.) and discussing their impact on international business and economics. | Idem | |
| 3 | Analysing some key concepts for cultural studies in the context of international business: globalisation and regionalism; multiculturalism and nationalism. | Idem | |
| 4 | Mass media – instrument of power and control. | Idem | |
| 5 | Society reflected in contemporary literature. | Idem | |
| 6 | Social culture: power groups in contemporary society. | Idem | |
| 7 | Contemporary visual arts; performance. The museum and museification. | Lecture + teacher-students + students-students interactions | |

Bibliography

- - Alexander, J. & Seidman, S., Cultură și societate. Dezbateri contemporane, Institutul european, Iasi, 2001, România
- Baudrillard, J., Societatea de consum, Comunicare.ro, Bucuresti, 2005, România
- Fukuyama, F., America at the Crossroads: Democracy, Power, and the Neoconservative L, Yale University Press, Yale, 2006, Statele Unite ale Americii
- Gilroy, P., There Ain't No Black in the Union Jack, Routledge, London, 2002, Marea Britanie
- - Gilroy, P. There Ain't No Black in the Union Jack. Routledge Classics, London and New York, 2002, UK & USA, The Abolition of Britain, Quatered Books, London, 2001, Marea Britanie
- Kymlicka, W., Multicultural Odysseys, OUP, Oxford, 2007, Marea Britanie
- Zakaria, F., The Post-American Wo, W.W. Norton & Company, New York, 2008, Statele Unite ale Americii
- Lipovetsky, G. and Serroy, J., Ecranul Global, Polirom, Iasi, 2008, România
- Lipovetsky, G., Fericirea paradoxală. Esecu asupra societății de hiperconsu, Polirom, Iasi, 2007, România
- Ritzer, G., Macdonaldizarea societății, Comunicare.ro, Bucuresti, 2011, România
- Ritzer, G., he Macdonaldization of Society: An Investigation into the Changing Character of Contemporary Social Life., Sage, New York, 2004, Statele Unite ale Americii
- Smith, A., Nationalism and Modernism, Routledge, London, 1998, Marea Britanie
- - Marinescu, R-E; Nicolae, M.; Șerban-Oprescu, A. T., Comunicare 4.0. Tratat de comunicare în afaceri internaționale, ASE, Bucuresti, 2019, România

| 8.2. S(S) | | Teaching/Work methods | Recommendations for students |
|-----------|---|---|------------------------------|
| 1 | Discussing requirements for the seminar and presentation of syllabus, bibliography and requirements for oral and written assesement. | Idem | |
| 2 | Presenting the concepts of consumerism and manipulation and their impact on contemporary society and on international business and economics. Case studies. | Idem | |
| 3 | Case studies on globalisation and regionalism. Multiculturalism and nationalism. Project presentation and feedback. | Idem | |
| 4 | Mass media – instrument of power and control – case studies. Project presentation and feedback. | Idem | |
| 5 | British and American society reflected in contemporary literature. Case studies. Project presentation and feedback. | Idem | |
| 6 | Social culture: power groups in contemporary society. Case studies. Project presentation and feedback. | Teacher-students + students-students interactions | |
| 7 | Contemporary visual arts. The museum and museification. Case studies. Project presentation and feedback. | Presentation | |

Bibliography

- - Uniunea artiștilor Plastici din România: Arta. Revista de arte vizuale
- Time Magazine, <http://www.time.com/time/magazine/>
- The New York Times, <http://www.nytimes.com/>
- The Economist, www.economist.com
- Marinescu, R-E (coord.), David I., Nicolae, M, Dancing through English for Intercultural Communication, ASE, Bucuresti, 2018, România
- Marinescu, R. E. (coord.), David, I., Grosu-Radulescu, L.M., Cultural Studies, ASE, Bucuresti, 2017, România

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) | Involvement in preparing and discussing topics. Homework. | Continuous and final self, peer and teacher assessment. Reading and understanding the course support before the lectures Realising individual and group research as requested with coherent and proper usage of methodology | 10.00 |
| 10.2. S(S) | Involvement in preparing and discussing topics. Homework. Academic essay. | Reading and understanding the course support before the lectures Making individual and group research as requested with coherent and proper usage of methodology Attendance on the online platform used for this activity. Formative self, interpersonal and teacher evaluation, | 20.00 |
| 10.3. S(S) | Project presentation: in groups. | Coherent and proper usage of techniques and methodology | 20.00 |

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|---------------------------------------|---|--|-------|
| 10.4. Final assessment | Final oral examŞ critical analysis of cultural texts. | Final exam: understanding, critical thinking and analysis of basic documents in the area of cultural studies | 50.00 |
| 10.5. Modality of grading | Whole notes 1-10 | | |
| 10.6. Minimum standard of performance | <p>Elaborating a group project on cultural studies in order to prove research abilities and team work skills through identifying and assuming team roles and responsibilities and applying relationship techniques and efficient work skills.</p> <p>Proving understanding, critical thinking and analysis skills and competences by reading, listening and watching texts, images, films, video and audio materials on cultural studies through writing individual essays (homework, tests).</p> <p>Active participation in at least half of the lectures and seminars.</p> <p>Correct solving of at least 50% of exam subjects.</p> | | |

Date of listing,
06/15/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,