

# 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	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

2.1. Name	<b>Anglo-Saxon Culture and Civilization</b>								
2.2. Code	<b>24.0223IF3.1-04.2</b>								
2.3. Year of study	<b>3</b>	2.4. Semester	<b>1</b>	2.5. Type of assessment	<b>Exam</b>	2.6. Status of the discipline	<b>A</b>	2.7. Number of ECTS credits	<b>3</b>
2.8. Leaders	C(C)	<b>prof.univ.dr. MARINESCU Roxana-Elisabeta</b>				roxana.marinescu@rei.ase.ro			
	S(S)	<b>prof.univ.dr. MARINESCU Roxana-Elisabeta</b>				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	15.00
Additional documentation in the library, on specialized online platforms and in the field	10.00
Preparation of seminars, labs, assignments, portfolios and essays	15.00
Tutorials	1.00
Examinations	6.00
Other activities	

## 4. Prerequisites

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

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

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

### 7. Objectives of the discipline

7.1. General objective	Aquiring knowledge of Anglo-Saxon culture 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"> <li>• Demonstrates knowledge of fundamental concepts in the area of Anglo-Saxon civilisation</li> <li>• 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 Anglo-Saxon culture and civilisation.</li> <li>• Develops capacity of comparing "texts" of contemporary Anglo-Saxon culture and civilisation.</li> <li>• Develops study, evaluation and self-evaluation skills through applying principles, norms and values of professional ethic for rigorous, efficient and responsible work.</li> <li>• Develops team working skills through identifying and assuming roles and responsibilities and technics of realationship building and efficient working within multilingual and multicultural teams.</li> <li>• Improves accuracy and fluency in oral and written communication in English in academic and professional contexts.</li> </ul>

### 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.	Lecture + teacher-students + students-students interactions	Course support is distributed to students electronically at the beginning of the activity. Students are recommended to go through the course material in advance in order to be able to interact during the lecture.
2	Presentation of some basic concepts of contemporary culture and civilisation (globalisation, glocalisation, regionalism, devolution) and discussing their impact in modern and contemporary history.	Interaction with students is the main teaching method. Lectures are supported by power-point presentations and multimedia and	Idem
3	Analysis of some key concepts (nation & nationalism, multiculturalism, transnationalism) and their effects on contemporary society.	Idem	Idem
4	English, British and American exceptionalism compared.	Idem	Idem
5	Global media: truth and post-truth.	Idem	Idem
6	Power and control. Power of the people for the people vs. power in the name of the people.	Idem	Idem
7	Towards the future: the post-industrial, post-gender, post-human transnational society.	Idem	Idem

### ***Bibliography***

- Baudrillard, J. , *Societatea de consum*, Comunicare.ro, Bucuresti, 2005
- Ashcroft, Bill, *The Empire Writes Back: Theory and Practice in Post-Colonial Literatures*, <http://www.postcolonialweb.org/poldiscourse/ashcroft3e.html>
- Alexander, J. & Seidman, S. , *Cultură și societate. Dezbateri contemporane*, Institutul european, Iasi, 2001, 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 assessment.	Presentation	Seminar materials are distributed to students electronically. Students are recommended to go through the seminar materials in advance to be able to interact in the seminar.
2	Case studies on multiculturalism and nationalism. Project presentation and feedback.	Idem	Idem
3	Power groups in contemporary society and active citizenship. Case studies. Project presentation and feedback.	Idem	Idem
4	Colonialism and postcolonialism. The frontier in American history. Project presentation and feedback.	Idem	Idem
5	CNN and the BBC – case studies. Project presentation and feedback.	Idem	Idem
6	Case studies on globalisation and regionalism: Scotland and Northern Ireland. Project presentation and feedback.	Teacher-students + students-students interactions	Idem
7	The society of the future. Case studies. Project presentation and feedback.	Idem	Idem

### ***Bibliography***

- - Marinescu, R-E (coord.), David I., Nicolae, M, *Dancing through English for Intercultural Communication*, ASE, Bucuresti, 2018, România
- Marinescu, R.E (coord.), *Cultural Studies*, ASE, Bucuresti, 2013, 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)	Interaction and participation in the activities of this subject: questions, comments, examples, case studies	Reading and understanding the course support before the lectures Making 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.	Continuous and final self, peer and teacher assessment. Reading and understanding the seminar materials before the lectures Realising individual and group research as requested with coherent and proper usage of methodology	20.00
10.3. S(S)	Project presentation: in groups.	Coherent and proper usage of techniques and methodology	20.00
10.4. Final assessment	Oral test according to ASE current regulations : critical analysis of contemporary cultural „texts“.	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	Elaborating a group project on Anglo-Saxon civilisation 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. Proving understanding, critical thinking and analysis skills and competences by reading, listening and watching texts, images, films, video and audio materials on Anglo-Saxon civilisation through writing individual essays (homework, tests). Active participation in at least half of the lectures and seminars. Correct solving of at least 50% of exam subjects.		

Date of listing,  
04/24/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,