

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	Culture and Civilization in Emerging Economies								
2.2. Code	24.0223IF3.1-04.3								
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)	conf.univ.dr. NICOLAE RALUCA - MARINA				raluca.nicolae@rei.ase.ro			
	S(S)	conf.univ.dr. NICOLAE RALUCA - MARINA				raluca.nicolae@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
	S(S) 1.00
	C(C) 1.00
3.3. Total hours from curriculum	28.00 of which
	S(S) 14.00
	C(C) 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	19.00
Additional documentation in the library, on specialized online platforms and in the field	18.00
Preparation of seminars, labs, assignments, portfolios and essays	7.00
Tutorials	1.00
Examinations	2.00
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 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 Students are not to be late for class
for the C(C)	Rooms with internet access and multimedia equipment. Students are not allowed to use their mobile op\phones during classes Students are not to be late for class

6. Acquired specific competences

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

7.1. General objective	This course is designed to introduce main Asian cultures, highting four main geographical areas (India, China, Japan, Coreea). The course uses an interdisciplinary approach, taking into account mentalities, values, institutions and leading figures, events and main creative means of expression which contributed to these distinct Asian civilizations. Its main objectives are -to develop the ability for understanding, critical thinking and analysis of different materials in the field of culture and contemporary civilization for linguistic and cultural mediation in professional contexts of international economy -to understand the concepts of cultural intelligence, cultural diversity applied to these Asian cultures -to identify one's own cultural styles -to amke contact with other cultural patterns, diferent from the European ones
7.2. Specific objectives	Knowledge: <ul style="list-style-type: none"> • to develop the capacity for understanding, critical thinking and analysis by reading, listening and watching some texts, images, films, audio/video materials related to cultural studies Skills: <ul style="list-style-type: none"> • to develop the ability to compare "texts" from various cultures • The develop of study, assessment and self-assessment skills by applying the principles, norms and values of professional ethics within the framework of one's own rigorous, efficient and responsible work strategy Responsibility and autonomy: <ul style="list-style-type: none"> • to improve accuracy and fluency in oral and written communication in English in an academic and professional context

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	The course starts off by informing the students about the objectives of the course, the course requirements and the assessment method. Introduction: intercultural communication and intercultural research methods. Main references in Asian Studies.	The lectures are based on the interaction with the students, the use of Power Point slides and other multimedia resources	Studying the bibliography
2	Main geographical areas in Asia. Cultural specificity.	-Interactions with students -Power Point presentations -multimedia resources	idem
3	Communicating in a diverse world. Socio-cultural elements in India (ethnicity, history, family relations, cultural and economic background).	idem	idem
4	Communicating in a diverse world. Socio-cultural elements in China (ethnicity, history, family relations, cultural and economic background).	idem	idem
5	Communicating in a diverse world. Socio-cultural elements in Japan (ethnicity, history, family relations, cultural and economic background).	idem	idem
6	Communicating in a diverse world. Socio-cultural elements in South Korea (ethnicity, history, family relations, cultural and economic background).	idem	idem
7	The meaning of cultural intelligence. Assessment and self-assessment.	idem	

Bibliography

- Barry Tomalin et al., , Cultural Awareness, Oxford University Press, Oxford, 1993
- Burton Stein, A History of India, Oxford University Press, Oxford, 1998
- Jakub Zajackowski, Jivanta Schottli, Manish Thapa, India in the contemporary world: polity, economy and international relations, Routledge, New Delhi, 2013
- Henry Kissinger, Despre China, Bucuresti, 2018
- Martin Gannon, Working Across Cultures, Sage Publications, Los Angeles, 2000
- Martin Gannon Exploring Culture: Exercises, Stories, and Synthetic Cultures, Understanding Global Cultures. Metaphorical Journeys Through 34 Nations, Cluster of Nations Continents and Diversity, Sage Publications, Los Angeles, 2015
- Richard Mason, History of Japan, Tuttle, Tokyo, 2011
- Kenichi Ohmae, , Inteligenta strategului: arta afacerilor in Japonia, Teora, Bucuresti, 1998
- Theodore de Bary (ed.), Sources of Japanese tradition (1,2), Columbia University Press, New York, 2002
- Michael Seth, A History of Korea from Antiquity to the Present, Lanham, Rowman & Littlefield, London, 2011
- Patricia Ebrey , East Asia: A Cultural, Social, and Political History, Houghton Mifflin Company, Boston, 2006
- Hofstede, Gert Jan, Paul B. Pederson, Geert Hofstede, , Exploring Culture: Exercises, Stories, and Synthetic Cultures, Intercultural Press, Boston, 2002
- Erin Meyer, The Culture Map. Breaking Through the Invisible Boundaries of Global Business, United States of Public Affairs , New York, 2019
- Robert Gibson, Intercultural Business Communication, Oxford University Press, Oxford, 2010
- Hall, Edward, Beyond Culture, Anchor Books, New York, 1977
- Tracy Novinger, Intercultural Communication. A Practical Guide, University of Texas Press, Austin, 2001
- Sun Xiaoyu, A Chinese History Reader, Cengage, Boston, 2011

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Language and culture. Verbal and non-verbal codes.	-presentations -interaction with student	-reading before hand of the materials so as to be able to participate in the talks during the seminar
2	Culture and language. The key concepts in defining other cultures.	idem	idem
3	Culture and behaviour: India	idem	idem
4	Culture and behaviour: China	idem	idem
5	Culture and behaviour: Japan	idem	idem
6	Culture and behaviour: South Korea	idem	idem
7	To identify one's own cultural style. The future of Asia: free talks Assessment and self-assessment	idem	idem

Bibliography

- Anna Wierzbicka, Understanding Cultures Through Their Key Words: English, Russian, Polish, German, Japanese, Oxford University Press, Oxford, 1997
- Bob Dignen, Communicating across Cultures, Cambridge University Press, Cambridge, 2011
- Setha Low, The Anthropology of Space and Place, Blackwell, 2003
- Edward T. Hall, , Silent Language, Anchor , New York, 1973
- Edward T. Hall, , The Hidden Dimension, Anchor , New York, 1990
- Edward T. Hall, , Beyond Culture, Anchor , New York, 1977
- Virginia Mihaela Dumitrescu, Communicating across cultures: aspects of intercultural business communication, ASE, Bucuresti, 2018
- Lillian H. Chaney, Intercultural business communication, Pearson, Boston, 2014
- Clifford Geertz, Interpretation of Cultures, Basic Books, New York, 1977
- Martin Gannon, Working Across Cultures, Sage Publication, Los Angeles, 2000
- Maureen Guirdham, Communicating across cultures at work, Palgrave Macmillan, 2011
- Tracy Novinger, Intercultural Communication. A Practical Guide, University of Texas Press, Austin, 2001
- Donna Stringer , 52 Activities for Improving Cross-Cultural Communication, Intercultural Press, Boston, 2009
- Gunther Kress, Communication and Culture, University of New South Wales Press, 1988

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 labour 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)	Interraction and course participation: questions. Comments, examples, case studies.	The teacher should supervise the frequency of the interaction during the course, as well as the sudy of the bibliography	10.00

10.2. S(S)	Preparation and discussing the main topics Homework and individual research	The teacher should check of the study of bibliography and the frequency of the interaction during the seminar. The teacher should check the coherent and correct use of the individual research methods and the efficient ways of writing an individual task.	20.00
10.3. S(S)	The presentation of the project	Oral exam: the teacher should check the coherent and correct use of the methods of presenting a team project	20.00
10.4. Final assessment	Written test	Written examination: the ability to understand, critically think and analyse reference materials.	50.00
10.5. Modality of grading	Whole notes 1-10		
10.6. Minimum standard of performance	<ul style="list-style-type: none"> • Each student group should develop a project on the study of culture and society in order to show his/her teamwork skills by identifying and assuming roles and responsibilities, and by applying effective relationship and working techniques within the team. • Each student should understand, critically think and analyse texts, images, films, audio / video materials on culture and society. 		

Date of listing,
06/13/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,