

# 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>Language and Civilization: Company Culture</b>								
2.2. Code	<b>24.0223IF3.1-09.2</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. LORENTZ Maria Antoaneta</b>				lorentz.maria@rei.ase.ro			
	S(S)	<b>prof.univ.dr. LORENTZ Maria Antoaneta</b>				lorentz.maria@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	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	14.00
Tutorials	4.00
Examinations	5.00
Other activities	4.00

## 4. Prerequisites

4.1. of curriculum	Demonstrating knowledge of the concepts taught at the following courses: Entrepreneurship in International Business, Contemporary French Civilization, Introduction to International Economics, Management, Discourse Analysis, Translation and Terminology, French Language Course.
4.2. of competences	B2 level general French curriculum according to CEFR. Research skills, text analysis, translation, editing of argumentative texts.

## 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

PFESSIONAL	C4	Organizing professional, scientific and cultural events that require professional and institutional communication competences in languages A, B and C (company and product/service presentations and formal events, fairs and exhibitions);
PFESSIONAL	C6	Communication in multilingual professional contexts requiring linguistic and cultural integration, negotiation and mediation;

## 7. Objectives of the discipline

7.1. General objective	Developing communication skills in French (understanding and oral and written production) and acquiring skills in the field of enterprise culture (reception and production) associated with a reflection on the business environment and intercultural organizational communication and appropriation of specific strategies and operational competencies in the francophone business environment.
7.2. Specific objectives	Familiarizing students with the main approaches of the concepts of corporate culture / corporate culture, intercultural management, socio-cultural and economic Francophone environment in the context of the knowledge economy and the new industrial revolution for use in different professional situations; Knowledge of different management models, current tools and practices in managing enterprise culture in a European / global approach to intercultural management; Developing skills for analyzing and interpreting the strategies of major actors in the field, information sources and professional events for designing and delivering business presentations, business projects and enterprise portals; Designing business scenarios by integrating / developing / combining of different business enterprise culture models in a multicultural business environment; The correlation of theoretical notions of French and economics with practical applications in a professional context Integration of autonomous learning with effective cooperation in working groups.

## 8. Contents

8.1. C(C)	Teaching/Work methods	Recommendations for students

1	<p>Course presentation: objectives, themes, bibliography, working methods, requirements, key concepts.  Assessing students' needs / expectations  Theme 1: The concept of culture - 1st part  Definitions, meanings, angles of approach  National culture, professional culture, company culture  The meanings of the concept of company culture: definition, characteristics, formalization  Duration: 1 week</p>	<p>Presentation of course objectives, themes and bibliography.  Assessing students' needs / expectations</p>	<p>Course support is distributed electronically to students through the ASE blending learning platform. <a href="http://online.ase.ro/">http://online.ase.ro/</a>  Students are advised to consult course support in advance in order to be able to interact during teaching  - Participation in debates and other interactive activities during the course;  - Individual study;  - Mandatory consultation of the indicated bibliography;  - Active involvement in identifying and presenting resources relevant to the topic.</p>
2	<p>Theme 2: The concept of culture - definitions, meanings, angles of approach - 2nd part  National culture, professional culture, company culture  The meanings of the concept of company culture: definition, characteristics, formalization  Duration: 1 week</p>	<p>Lecture and case study  - Interactive teaching  - Authentic examples in the media and specialized literature</p>	<p>- Participation in debates and other interactive activities during the course;  - Individual study;  - Mandatory consultation of the indicated bibliography;  - Active involvement in identifying and presenting resources relevant to the topic.</p>
3	<p>Theme 3: Contemporary company: an open system  The enterprise and its stakeholders  Cultural and organizational identity. Cultural dominants  Group culture and individual culture: aspects of cultural variation, values and behaviors in the enterprise  Evolution of company culture  Management of company culture  Duration: 1 week</p>	<p>Lecture and case study  - Interactive teaching  - Authentic examples in the media and specialized literature</p>	<p>- Participation in debates and other interactive activities during the course;  - Individual study;  - Mandatory consultation of the indicated bibliography;  - Active involvement in identifying and presenting resources relevant to the topic.</p>
4	<p>Theme 4: Business culture models - 1st part  Cultural rules and implicit thinking schemes in organization management  Cultural shocks, contrasts and perceptions, stereotypes (individual / collective, subjective / objective) in the professional environment  Intercultural Management. Solving Cultural Dilemmas. Respect for what is different  Counter-culture of company  Duration: 1 week</p>	<p>Lecture and case study  - Interactive teaching  - Authentic examples in the media and specialized literature</p>	<p>- Participation in debates and other interactive activities during the course;  - Individual study;  - Mandatory consultation of the indicated bibliography;  - Active involvement in identifying and presenting resources relevant to the topic.</p>
5	<p>Theme 4: Business culture models - 2nd part  Cultural rules and implicit thinking schemes in organization management  Cultural shocks, contrasts and perceptions, stereotypes (individual / collective, subjective / objective) in the professional environment  Intercultural Management. Solving Cultural Dilemmas. Respect for what is different  Counter-culture of company  Duration: 1 week</p>	<p>Lecture and case study  - Interactive teaching  - Authentic examples in the media and specialized literature</p>	<p>- Participation in debates and other interactive activities during the course;  - Individual study;  - Mandatory consultation of the indicated bibliography;  - Active involvement in identifying and presenting resources relevant to the topic.</p>

6	Theme 6: Enterprise Culture in the Digital Age 4.0 Economy and new economic models: implications for the company culture Duration: 1 week	Lecture and case study - Interactive teaching - Authentic examples in the media and specialized literature	- Participation in debates and other interactive activities during the course; - Individual study; - Mandatory consultation of the indicated bibliography; - Active involvement in identifying and presenting resources relevant to the topic.
7	Theme 7: Revision & Assessment Duration: 1 week	Evaluation of accumulated knowledge and developed skills. Discussion of assessment results, feedback from the seminar teacher. Feedback from students regarding their own and group activity carried out during the semester.	Review of the topics covered during the semester

### **Bibliography**

- Aoun J., Manager une équipe multiculturelle, ESF éditeur, Issy-les-Moulineaux, 2004, Franța
- Barabel, Michel; Meier, Oliver, Mangeor, Dunod, Paris, 2006, Franța
- Capotă-Stanciu, Rodica, Panorama financiar, Editura ASE, București, 2003, România
- Cilianu-Lascu, Corina, Communication d'entreprise : Concepts, stratégies, techniques, pratiques, Editura InfoMega, București, 2004
- Constantinescu-Ștefănel R., Comunicarea interculturală de afaceri, Editura ASE, București, 2010, România
- Deaconu, Alexandrina (coord.), Management des affaires pour les filières francophones, Editura ASE, București, 2015, România
- <http://www.20minutes.fr/economie/>
- Radio : RFI - [www.rfi.fr](http://www.rfi.fr) / <http://www.rfi.fr/economie/> (Aujourd'hui l'économie, Débat du jour, Chroniques des matières premières, 7 milliards de voisins// Bonjour l'Europe, Carrefour de l'Europe, Chronique Climat, Eco d'ici Eco d'ailleurs, Débat du jour, Décryptage, Danse des mots, Ici l'Europe, Grand reportage, etc.)
- Materiale de studiu publicate/ tehnoredactate/ încărcate pe platforma ASE blended learning - <http://online.ase.ro/>
- Emisiuni TV economice disponibile online (Le dessous des cartes, Cousinades / Starter etc.)
- Canale de televiziune :
- TV5 Monde - <http://www.tv5monde.com/> (le Journal de l'économie, le Bar de l'Europe, Le monde en français, 7 jours sur la planète, etc.)
- France 24 - <http://www.france24.com/fr/> (le Journal de l'éco, Revue de presse, le Débat)
- BFM TV : <http://bfmbusiness.bfmtv.com/>
- M6 – <http://www.6play.fr/m6#/m6>, (Capital)
- Hofstede G., Managementul structurilor multiculturale, Editura Economică, București, 1996, România
- Ivanciu N., Le français des affaires en milieu interculturel, Editura ASE, București, 2016, România
- Ivanciu N. (coord.), Korka M., Lorentz M.A., Tourbatez C., Dictionar trilingv de comunicare interculturală în afaceri, Editura ASE, București, 2009, România
- Thévenet, M., La culture d'entreprise, Que sais-je, PUF, Paris, 2006, Franța
- Trompenaars F., Hampden-Turner Ch., L'entreprise multiculturelle, Maxima, Paris, 2004, Franța
- Colecții de reviste de specialitate cu specific economic (Capital, Management, Le monde économique, Problèmes économiques, etc.)

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Theme 1: Administrative Seminar Seminar presentation: objectives, themes, bibliography, working methods, requirements, key concepts. Assessing students' needs / expectations Duration: 1 week	Presentation of seminar objectives, themes and bibliography. Assessing students' needs / expectations	- participation in debates and other interactive activities during the seminar - individual study; - mandatory consultation of the indicated bibliography; - active involvement in identifying and presenting resources relevant to the topics.

2	<p>Theme 2: The concept of culture - definitions, meanings, angles of approach.  Applications  National culture, professional culture, company culture  The meanings of the concept of company culture: definition, characteristics, formalization  Debate: The importance of company culture  Duration: 1 week</p>	<p>Developing reading, understanding and expression skills;  Developing the vocabulary specific to the domain;  Case Study:  Applying concepts to performing exercises and specific tasks;  Analysis and interpretation of authentic examples in the specialized literature;  Discussions and debates;  Translation of authentic documents.</p>	<p>- participation in debates and other interactive activities during the seminar  - individual study;  - mandatory consultation of the indicated bibliography;  - active involvement in identifying and presenting resources relevant to the topics.</p>
3	<p>Theme 3: Contemporary company: an open system. The company and its stakeholders  Cultural and organizational identity. Cultural dominants  Group culture and individual culture: aspects of cultural variation, values and behaviors in the enterprise  Evolution of company culture  Organizational culture management  Case studies  Company project - Managerial tool for internal and external communication  Company Portal  Duration: 1 week</p>	<p>Developing reading, understanding and expression skills;  Developing the vocabulary specific to the domain;  Case Study:  Applying concepts to performing exercises and specific tasks;  Analysis and interpretation of authentic examples in the specialized literature;  Discussions and debates;  Translation of authentic documents.</p>	<p>- participation in debates and other interactive activities during the seminar  - individual study;  - mandatory consultation of the indicated bibliography;  - active involvement in identifying and presenting resources relevant to the topics.</p>
4	<p>Theme 4: Business cultural models.  Cultural norms and implicit schemes of management thinking  Cultural shocks, contrasts and perceptions, stereotypes (individual / collective, subjective / objective) in the professional environment  Intercultural Management. Solving Cultural Dilemmas. Respect for what is different  Counter-culture of company  Case studies  The peculiarities of company culture  Company culture - the case of multinationals  Company culture - mergers, acquisitions, alliances  Company culture and management styles  Hofstede Cultural Map. European Manager vs. Asian Manager  Multinationals: a cultural mosaic. Working relationships within a multicultural team  Duration: 2 weeks</p>	<p>Developing reading, understanding and expression skills;  Developing the vocabulary specific to the domain;  Case Study:  Applying concepts to performing exercises and specific tasks;  Analysis and interpretation of authentic examples in the specialized literature;  Discussions and debates;  Translation of authentic documents.</p>	<p>- participation in debates and other interactive activities during the seminar  - individual study;  - mandatory consultation of the indicated bibliography;  - active involvement in identifying and presenting resources relevant to the topics.</p>
5	<p>Theme 5: Company Culture in the Digital Age.  4.0 Economy and new economic models: implications for the company culture  Case studies  Company culture in the context of uberization and collaborative economy  Duration: 1 week</p>	<p>Developing reading, understanding and expression skills;  Developing the vocabulary specific to the domain;  Case Study:  Applying concepts to performing exercises and specific tasks;  Analysis and interpretation of authentic examples in the specialized literature;  Discussions and debates;  Translation of authentic documents.</p>	<p>- participation in debates and other interactive activities during the seminar  - individual study;  - mandatory consultation of the indicated bibliography;  - active involvement in identifying and presenting resources relevant to the topics.</p>

6	Theme 6: Project presentation in teams - Evaluation, self-evaluation - 1st part Project: Company culture audit based on the site analysis of selected companies - comparative analysis of at least two companies with the same field of activity Duration: 1 week	Assessment of accumulated knowledge and developed skills. Discussion of the evaluation results, feedback from the teacher at the seminar. Feedback from students on their own and group work during the semester.	Revision of the topics covered during the semester for the test.
7	Theme 7: Project presentation in teams - Evaluation, self-evaluation - 2nd part Project: Company culture audit based on the site analysis of selected companies - comparative analysis of at least two companies with the same field of activity Duration: 1 week	Assessment of accumulated knowledge and developed skills. Discussion of the evaluation results, feedback from the teacher at the seminar. Feedback from students on their own and group work during the semester.	Revision of the topics covered during the semester for the test.

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- Aoun J., Manager une équipe multiculturelle, ESF éditeur, Issy-les-Moulineaux, 2004, Franța
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- Thévenet, M., La culture d'entreprise, Que sais-je, PUF, Paris, 2006, Franța
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- Colecții de reviste de specialitate cu specific economic (Capital, Management, Le monde économique, Problèmes économiques, etc.)

### **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)	Active participation in the course, with questions, comments, examples of analysis.	- Formative and summative assessment through self-evaluation, interpersonal assessment and teacher evaluation - Assessment of oral and written communication skills specific to the professional and / or academic context	10.00
10.2. S(S)	- Presence at the seminar - Active participation in seminars and themes during the semester - Seminar project (report, presentation, terminology glossary, translation) Elaboration of a team project and oral presentation in French	Formative and summative evaluation through self-evaluation, interpersonal assessment and teacher evaluation	40.00
10.3. Final assessment	Written exam	Summative evaluation	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	<ul style="list-style-type: none"> <li>• Course and seminar attendance (at least 50%);</li> <li>• Active participation in at least 50% of courses and seminars;</li> <li>• At least 50% of coursework and seminar assignments;</li> <li>• Drawing up and presenting a seminar project on a given topic and in accordance with the specified writing requirements;</li> <li>• Creating a terminological glossary for a specific economic field;</li> <li>• Correctly solving at least 50% of the exam subjects;</li> <li>• Demonstrating effective communication skills in professional and academic contexts specific to the topics covered and acquiring the basic concepts of semantics, lexicology and terminology.</li> </ul>		

Date of listing,  
04/24/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,