

# 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	2025-2026

## 2. Information on the discipline

2.1. Name	<b>Contemporary Francophone Civilization: Tourism in Francophone Countries</b>								
2.2. Code	<b>25.0223IF3.1-09.1</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>conf.univ.dr. ȘERBAN Mihai</b>					mihai.serban@rei.ase.ro		
	S(S)	<b>conf.univ.dr. ȘERBAN Mihai</b>					mihai.serban@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	15.00
Preparation of seminars, labs, assignments, portfolios and essays	17.00
Tutorials	
Examinations	
Other activities	

## 4. Prerequisites

4.1. of curriculum	
4.2. of competences	Level B1 in French

### 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 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 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	• The students will reach the optimum level of competence and performance in intercultural communication in French, will acquire proper knowledge of the French speaking business environment, as well as specific strategies and operational skills in the French speaking business environment.
7.2. Specific objectives	Students will become familiar with the intercultural context: they will know the elements that define francophone and the francophone socio-cultural and economic environment. They will discover the specificity of different cultures, the characteristics of francophone cultures and more.

### 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Presentation of the discipline's objectives and evaluation methods. PACA (Provence-Alpes-Côte d'Azur)	- interactive course	-students will participate in active teaching (debates, examples, etc.)
2	Valea Aostei, Monaco, Corsica	- interactive course	-students will participate in active teaching (debates, examples, etc.)
3	The French Caribbean Islands	- interactive course	-students will participate in active teaching (debates, examples, etc.)
4	French Polinesia	- interactive course	-students will participate in active teaching (debates, examples, etc.)
5	Noua Caledonie și Vanuatu/New Caledonia and Vanuatu	- interactive course	-students will participate in active teaching (debates, examples, etc.)
6	Mauritius, Réunion, The Seychelles	- interactive course	-students will participate in active teaching (debates, examples, etc.)
7	Senegal, Madagascar Evaluation and self evaluation	- interactive course	

### **Bibliography**

- Jackson Noutchié Njiké , Civilisation progressive de la Francophonie, Clé International, Paris, 2003, Franța
- www.larousse.fr
- Jackson Noutchié Njiké, Civilisation progressive de la Francophonie, Clé International, Paris, 2005, Franța

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Presentation of discipline objectives and methods of evaluation. Collecting information about an itinerary and tourist amenities, making a tourist reservation (Alter ego 2 – p.48-51) 1 week	Developing skills needed to travel as a tourist or a guide in a French speaking area	Students will attend and actively participate in the seminar
2	Travelling notes (Alter ego 2 – p.54-57) 1 week	Developing skills needed to travel as a tourist or a guide in a French speaking area	Students will attend and actively participate in the seminar
3	Draweing up a tourist leaflet, presenting a region, a city, a monument 1 week	Developing skills needed to travel as a tourist or a guide in a French speaking area	Students will attend and actively participate in the seminar
4	Tourist presentation of a francophone country of the students' choice - 4 weeks	Developing skills needed to travel as a tourist or a guide in a French speaking area	Students will present a French touristic region

### **Bibliography**

- Berthet, Anne; Hugot, Catherine; Kizirian, Véronique; Sampsonis, Béatrix; Waendendries, Monique , Alter ego 2, Hachette, Paris, 2008, Franța
- Zigierman, Frédéric , Le guide des pays de France Sud, , Fayard, Paris, 1999, Franța

## **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 lecture activities	on-going evaluation	10.00
10.2. S(S)	Active participation in the seminar activities Presentation	on-going evaluation	40.00
10.3. Final assessment	understanding and using key concepts	written exam, based on the lecture support, available on online.ase.ro	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	<p>To pass, the final grade must be at least 5. To obtain the minimum grade, the student must:</p> <ul style="list-style-type: none"> <li>- have a sustained participation in 50% of the scheduled teaching activities;</li> <li>- develop and defend at least one oral presentation/project within the scheduled teaching activities during the semester</li> <li>- obtain 50% of the score in the summative assessment through a written exam, from the course material taught and posted on online.ase.ro</li> </ul> <p>Bonus will be awarded for participation in the student scientific communications session and other scientific and cultural events organized by the Department of Modern Languages and Business Communication</p>		

Date of listing,  
06/13/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,