

Syllabus

1. Programme information

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| 1.1. Institution | THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES |
| 1.2. Faculty | Business Administration in Foreign Languages |
| 1.3. Departments | Department of Business Administration in foreign languages (UNESCO chair) |
| 1.4. Field of study | Business Administration |
| 1.5. Cycle of studies | Master Studies |
| 1.6. Education type | Full-time |
| 1.7. Study programme | Entrepreneurship and Business Administration |
| 1.8. Language of study | English |
| 1.9. Academic year | 2020-2021 |

2. Information on the discipline

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|--------------------|---|---------------|----------|-------------------------|-------------|-------------------------------|----------|-----------------------------|----------|
| 2.1. Name | Business communication and media | | | | | | | | |
| 2.2. Code | 20.0244IF2.1-0005 | | | | | | | | |
| 2.3. Year of study | 2 | 2.4. Semester | 1 | 2.5. Type of assessment | Test | 2.6. Status of the discipline | O | 2.7. Number of ECTS credits | 6 |
| 2.8. Instructors | | | | | | | | | |

3. Estimated Total Time

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|---|----------------|
| 3.1. Number of weeks | 14.00 |
| 3.2. Number of hours per week | 3.00 of which |
| | C(C) 1.00 |
| | S(S) 2.00 |
| 3.3. Total hours from curriculum | 42.00 of which |
| | C(C) 14.00 |
| | S(S) 28.00 |
| 3.4. Total hours of study per semester (ECTS*25) | 150.00 |
| 3.5. Total hours of individual study | 108.00 |
| <i>Distribution of time for individual study</i> | |
| Study by the textbook, lecture notes, bibliography and student's own notes | 40.00 |
| Additional documentation in the library, on specialized online platforms and in the field | 20.00 |
| Preparation of seminars, labs, assignments, portfolios and essays | 20.00 |
| Tutorials | 10.00 |
| Examinations | 4.00 |
| Other activities | |

4. Prerequisites

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| 4.1. of curriculum | business management |
| 4.2. of competences | C1: gathering, processing and analyzing data regarding the interaction of the external environment with the organization |

5. Conditions

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|--------------|-----------------------------------|
| for the C(C) | internet computer, videoprojector |
| for the S(S) | flipchart, computer |

6. Acquired specific competences

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| | C3 | Development, comprehension and implementation of strategies and techniques of team communication and cooperation in various cultural spaces projects. |
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7. Objectives of the discipline

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|--------------------------|---|
| 7.1. General objective | applying communication principles to business situations, in the national and international environment |
| 7.2. Specific objectives | insusirea principalelor teorii ale comunicarii; analiza critica a elementelor de comunicare in afaceri; intelegerea si aplicarea principiilor comunicarii eficiente |

8. Contents

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|---------------------|-----------------------|------------------------------|
| 8.1. C(C) | Teaching/Work methods | Recommendations for students |
| 0 | | |
| <i>Bibliography</i> | | |
| - | | |
| 8.2. S(S) | Teaching/Work methods | Recommendations for students |
| 0 | | |
| <i>Bibliography</i> | | |
| - | | |

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 discipline trains specialists in applied communication, in organizational and external environment interaction contexts, able to apply the newest theories of effective communication to practical business contexts

10. Assessment

| Type of activity | Assessment criteria | Assessment methods | Percentage in the final grade |
|---------------------------------------|---|--------------------|-------------------------------|
| 10.1. Final assessment | | | |
| 10.2. Modality of grading | Whole notes 1-10 | | |
| 10.3. Minimum standard of performance | getting 5 out of 10 in both lecture and seminar | | |

Date of listing,
12/17/2019

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,