



ROMÂNIA  
UNIVERSITATEA BABEȘ-BOLYAI CLUJ-NAPOCA  
FACULTATEA DE STUDII EUROPENE  
DEPARTAMENTUL DE STUDII EUROPENE ȘI GUVERNANȚĂ

## FIȘA DISCIPLINEI

### 1. Date despre program

|                                        |                                                            |
|----------------------------------------|------------------------------------------------------------|
| 1.1. Instituția de învățământ superior | Universitatea Babeș-Bolyai Cluj-Napoca                     |
| 1.2. Facultatea                        | Studii Europene                                            |
| 1.3. Departamentul                     | Studii Europene și Guvernare                               |
| 1.4. Domeniul de studii                | Relații internaționale și studii europene                  |
| 1.5. Ciclul de studii                  | Licență                                                    |
| 1.6. Programul de studii/ Calificarea  | Relații Internaționale și Studii Europene (în lb. engleză) |

### 2. Date despre disciplină

|                                         |                                            |                |   |                        |   |                          |    |
|-----------------------------------------|--------------------------------------------|----------------|---|------------------------|---|--------------------------|----|
| 2.1. Denumirea disciplinei              | Comunicare pentru cariere internaționale 2 |                |   |                        |   |                          |    |
| 2.2. Titularul activităților de curs    |                                            |                |   |                        |   |                          |    |
| 2.3. Titularul activităților de seminar | Lect. Univ. Dr. Delia Pop-Flanța           |                |   |                        |   |                          |    |
| 2.4. Anul de studiu                     | 2                                          | 2.5. Semestrul | 4 | 2.6. Tipul de evaluare | C | 2.7. Regimul disciplinei | OP |

### 3. Timpul total estimat (ore pe semestru al activităților didactice)

|                                                                                                |    |                    |   |                                  |                   |
|------------------------------------------------------------------------------------------------|----|--------------------|---|----------------------------------|-------------------|
| 3.1. Nr. de ore pe săptămână                                                                   | 3  | Din care 3.2. curs | 0 | Din care 3.3. seminar/ laborator | 3                 |
| 3.4. Total ore din planul de învățământ                                                        | 42 | Din care 3.5. curs | 0 | Din care 3.6. seminar/ laborator | 42                |
| Distribuția fondului de timp                                                                   |    |                    |   |                                  | ore convenționale |
| Studiul după manual, suport de curs, bibliografie și notițe                                    |    |                    |   |                                  | 12                |
| Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate și pe teren |    |                    |   |                                  | 12                |
| Pregătire seminarii/ laboratoare, teme, referate, portofolii și eseuri                         |    |                    |   |                                  | 15                |
| Tutoriat                                                                                       |    |                    |   |                                  |                   |
| Examinări                                                                                      |    |                    |   |                                  | 5                 |
| Alte activități:.....                                                                          |    |                    |   |                                  |                   |
| 3.7. Total ore studiu individual                                                               |    | 44                 |   |                                  |                   |
| 3.8. Total ore pe semestru                                                                     |    | 86                 |   |                                  |                   |
| 3.9. Numărul de credite                                                                        |    | 4                  |   |                                  |                   |

### 4. Precondiții (acolo unde este cazul)

|                    |                                       |
|--------------------|---------------------------------------|
| 4.1. de curriculum | •                                     |
| 4.2. de competențe | • cunoașterea limbii engleze nivel B2 |

### 5. Condiții (acolo unde este cazul)

|                                                  |                        |
|--------------------------------------------------|------------------------|
| 5.1. de desfășurare a cursului                   |                        |
| 5.2. de desfășurare a seminarului/ laboratorului | • prezența minimă: 75% |

### 6. Competențele specifice acumulate

|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Competențe profesionale</b> | <b>C3. UTILIZAREA METODOLOGIILOR DE ANALIZĂ ÎN DOMENIUL RELAȚIILOR INTERNAȚIONALE SI AFACERILOR EUROPENE</b><br><b>C5. ASIGURAREA DE ASISTENTĂ ÎN DOMENIUL NEGOCIERII INTERNAȚIONALE ȘI MEDIERII ÎNTRE GRUPURI CU INTERESE DIVERSE</b><br><b>C6. ASIGURAREA ASISTENȚEI ÎN MANAGEMENTUL RELAȚIILOR DIN CADRUL ORGANIZAȚIILOR ȘI INSTITUȚIILOR IMPLICATE ÎN PROCESE EUROPENE SI INTERNAȚIONALE</b>                                                                                                                                                                                                         |
| <b>Competențe Transversale</b> | <b>CT1. Gestionarea informațiilor specifice rezolvării sarcinilor complexe în context (receptarea, transmiterea, prelucrarea, stocarea informațiilor în documente de profil), inclusiv prin utilizarea la nivel avansat a unei limbi de circulație internațională si la nivel mediu sau avansat a unei a doua limbi străine</b><br><b>CT2. Aplicarea tehnicilor de muncă eficientă în echipă multidisciplinară corespunzătoare diverselor paliere ierahice</b><br><b>CT3. Autoevaluarea obiectivă a nevoii de formare profesională în scopul inserției și adaptabilității la cerințele pieței muncii</b> |

#### 7. Obiectivele disciplinei (reieșind din grila competențelor specifice acumulate)

|                                       |                                                                                                                                                                                                                                                                                                                 |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7.1 Obiectivul general al disciplinei | <ul style="list-style-type: none"> <li>Familiarizarea studenților cu elementele specifice profilului de studii, în privința comunicării scrise și orale într-o limbă de circulație internațională, pentru cariere internaționale</li> </ul>                                                                     |
| 7.2 Obiective specifice               | <ul style="list-style-type: none"> <li>Dezvoltarea aparatului conceptual utilizat de studenți în procesul comunicării</li> <li>Creșterea adaptabilității studenților la diverse situații de comunicare</li> <li>Dezvoltarea abilităților practice vizând participarea la acte de comunicare complexe</li> </ul> |

#### 8. Conținuturi

| 8.1 Curs                                       | Metode de predare                                          | Observații |
|------------------------------------------------|------------------------------------------------------------|------------|
| -                                              |                                                            |            |
| 8.2 Seminar/laborator                          | Metode de predare                                          | Observații |
| 1. Seminar presentation                        | PPT Presentation                                           |            |
| 2. Political inquiry                           | PPT Presentation<br>Text analysis<br>Discussion and debate |            |
| 3. Political interviews                        | Interactive presentation<br>Text and video analysis        |            |
| 4. Language creativity - interactive exercises | PPT Presentation                                           |            |
| 5. Euro-jargon I                               | PPT Presentation                                           |            |
| 6. Euro-jargon II (quiz)                       | PPT Presentation                                           |            |
| 7. Comparing and                               | Discussion and debate                                      |            |



|                                                                    |                                                                                    |  |
|--------------------------------------------------------------------|------------------------------------------------------------------------------------|--|
| contrasting visual materials                                       | Case Study                                                                         |  |
| 8. Delivering an impromptu speech                                  | PPT Presentation<br>Discussion and debate                                          |  |
| 9. Address and politeness formulas                                 | PPT Presentation                                                                   |  |
| 10. Real-time news analysis                                        | PPT Presentation<br>Text and video analysis<br>Discussion and debate<br>Case Study |  |
| 11. Writing reports                                                | Interactive presentation<br>Discussion<br>Writing assignment                       |  |
| 12. Common errors in cross-cultural communication. Case studies I  | Interactive presentation<br>PPT Presentation<br>Case Study                         |  |
| 13. Common errors in cross-cultural communication. Case studies II | PPT Presentation<br>Discussion and debate<br>Case Study                            |  |
| 14. Seminar review and feedback                                    | PPT Presentation<br>Feedback                                                       |  |

#### **Bibliografie obligatorie**

Brown, Stephen; Lucas, Ceil, *Improve Your English: English in the Workplace*, McGraw Hill Professional, 2008.

Charteris-Black, Jonathan, *Analysing Political Speeches: Rhetoric, Discourse and Metaphor*, Palgrave Macmillan, 2013.

Dickmann, Michael; Baruch, Yehuda, *Global Careers*, Routledge, 2011.

European Commission, Directorate-General for Communication,  
[http://ec.europa.eu/dgs/communication/index\\_en.htm](http://ec.europa.eu/dgs/communication/index_en.htm)

Helga Kotthoff, Helga; Spencer-Oatey, Helen; *Handbook of Intercultural Communication*, Walter de Gruyter, 2007.

Marsen, Sky, *Professional Writing*, Palgrave Macmillan, 2013.

Maude, Barry, *Managing Cross-Cultural Communication: Principles and Practice*, Palgrave Macmillan, 2011.

McCarthy, Michael; O'Dell, Felicity, *English Vocabulary in Use: Advanced*, Cambridge University Press, 2009.

Pérez, Francisco, *Political Communication in Europe*, UK, Palgrave Macmillan, 2013.

Ramsay, Anne, *Eurojargon: A Dictionary of European Union Acronyms, Abbreviations and Sobriquets*, 6th edition, UK, CPI Limited, 2000.

Thomas, Alexander; Kinast, Eva-Ulrike; Schroll-Machl, Sylvia, *Handbook of Intercultural Communication and Cooperation: Basics and Areas of Application*, Vandenhoeck & Ruprecht, 2010.

Valentini, Chiara și Giorgia Nesti, Giorgia, (editori), *Public Communication in the European Union: History, Perspectives and Challenges*, Cambridge Scholar Publishing, 2010.

Wyatt, Rawdon, *Check your English Vocabulary for Business and Administration*, ed. 4, Londra, A & C Black Publishers, 2007.

#### **Bibliografie opțională**

Cressey, Laura, *Careers in International Affairs*, Georgetown University Press, 2014.

European Commission, English Style Guide. A handbook for authors and translators in the European Commission,  
[http://ec.europa.eu/translation/english/guidelines/documents/styleguide\\_english\\_dgt\\_en.pdf](http://ec.europa.eu/translation/english/guidelines/documents/styleguide_english_dgt_en.pdf).

European Judicial Training Network, *Language training on the vocabulary of judicial cooperation in civil matters*, EJTN, 2013.

Longman Dictionary of Contemporary English: [www.ldoceonline.com](http://www.ldoceonline.com)

Millar, Rob; Crute, Valerie; Hargie, Owen, *Professional Interviewing*, Ed. Taylor & Francis, 1992

Ștefan, Rodica, *English language for diplomacy: applications: intermediate level*, Editura Fundației „România de mâine,, Bucharest, 2007

**9. Coroborarea conținuturilor disciplinei cu așteptările reprezentanților comunității epistemice, asociațiilor profesionale și angajatorilor reprezentativi din domeniul aferent programului**

- **Disciplina Comunicare pentru cariere internaționale 1 vizează competențe esențiale în procesul de integrare a studenților/absolvenților pe piața muncii, prin elementele scrise și orale abordate. Acestea sunt prezentate într-o manieră interactivă, conținuturile sunt actualizate, metodele de predare utilizează tehnologia modernă, iar implicarea studenților este constantă. De asemenea, conținuturile utilizează cunoștințe dobândite de către studenți în curriculum și sunt menite a facilita înțelegerea altor discipline de specialitate, din punct de vedere terminologic/lingvistic.**

**10. Evaluare**

| Tip de activitate                                                                                                                                                                                                                                                 | 10.1. Criterii de evaluare                                                                  | 10.2. Metode de evaluare                               | 10.3. Pondere din nota finală           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------|-----------------------------------------|
| 10.5. Seminar/<br>laborator                                                                                                                                                                                                                                       | Activitatea la seminar<br>Calitatea dosarului de evaluare<br>Prezentarea finală a dosarului | Evaluare continuă<br>Corectare dosar<br>Expunere orală | 30 %<br>30%<br>30 %<br>+ 1p. din oficiu |
| 10.6. Standard minim de performanță                                                                                                                                                                                                                               |                                                                                             |                                                        |                                         |
| <ul style="list-style-type: none"><li>• prezență activă la minimum 25% dintre seminarii</li><li>• minimum 8 itemi în dosarul de evaluare</li><li>• prezentare coerentă a dosarului, capacitatea de a răspunde la întrebări cu grad de dificultate mediu</li></ul> |                                                                                             |                                                        |                                         |

Data completării:  
15.02.2016

Semnătura titularului de curs:  
.....

Semnătura titularului de seminar:  
.....

Data avizării în catedră  
15.02.2016

Semnătura Șefului de departament/ catedră  
.....





## COURSE SYLLABUS

### 1. Information about the program

|                                          |                                                           |
|------------------------------------------|-----------------------------------------------------------|
| 1.1 Higher Education Institution         | Babeș-Bolyai University Cluj-Napoca                       |
| 1.2 Faculty                              | European Studies                                          |
| 1.3 Department                           | European Studies and Governance                           |
| 1.4 Field of study                       | International Relations and European Studies              |
| 1.5 Study level                          | Bachelor                                                  |
| 1.6 Programme of study/<br>Qualification | International Relations and European Studies (in English) |

### 2. Information about the discipline

|                    |                                                  |              |   |                                         |   |                                 |    |
|--------------------|--------------------------------------------------|--------------|---|-----------------------------------------|---|---------------------------------|----|
| 2.1 Module         | <b>Communication for International Careers 2</b> |              |   |                                         |   |                                 |    |
| 2.2 Course holder  | -                                                |              |   |                                         |   |                                 |    |
| 2.3 Seminar holder | <b>Dr. Delia Pop-Flanja, Lecturer</b>            |              |   |                                         |   |                                 |    |
| 2.4 Year of study  | 2                                                | 2.5 Semester | 4 | 2.6. Type of<br>assessment <sup>1</sup> | C | 2.7 Type of module <sup>2</sup> | OP |

### 3. Total estimated time (teaching hours per semester)

|                                                                                 |    |                         |   |                          |       |
|---------------------------------------------------------------------------------|----|-------------------------|---|--------------------------|-------|
| 3.1 No. of hours per week                                                       | 3  | 3.1 of which for course | 0 | 3.3 of which for seminar | 3     |
| 3.4 Total no. of hours in the curriculum                                        | 42 | 3.5 of which for course | 0 | 3.6 of which for seminar | 42    |
| Time distribution:                                                              |    |                         |   |                          | Hours |
| Study by using handbook, reader, bibliography and course notes                  |    |                         |   |                          | 12    |
| Additional library/specialised online research, field research                  |    |                         |   |                          | 12    |
| Preparation of seminars/laboratories, homework, projects, portfolios and essays |    |                         |   |                          | 15    |
| Tutoring                                                                        |    |                         |   |                          |       |
| Examinations                                                                    |    |                         |   |                          | 5     |
| Other activities: .....                                                         |    |                         |   |                          |       |
| 3.7 Total no. of hours for individual study                                     | 44 |                         |   |                          |       |
| 3.8 Total no. of hours per semester                                             | 86 |                         |   |                          |       |
| 3.9 No. of ETCS credit points                                                   | 4  |                         |   |                          |       |

### 4. Prerequisites (where applicable)

|                     |                                        |
|---------------------|----------------------------------------|
| 4.1 of curriculum   | •                                      |
| 4.2 of competencies | • English language knowledge, B2 level |

<sup>1</sup> E - exam, ME - multi-term examinations, C - collocutional examination/assessment test

<sup>2</sup> OB - core module, OP - elective module, F - extracurricular module

## 5. Conditions (where applicable)

|                                                   |                                                                           |
|---------------------------------------------------|---------------------------------------------------------------------------|
| 5.1 For the development of the course             | <ul style="list-style-type: none"><li>• minimal attendance: 75%</li></ul> |
| 5.2 For the development of the seminar/laboratory | <ul style="list-style-type: none"><li>• minimal attendance: 75%</li></ul> |

## 6. Specific skills acquired

|                          |                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Professional skills      | <ul style="list-style-type: none"><li>• abilities pertaining to written and oral communication</li><li>• capacity to draft specific documents</li><li>• correct use of language registers</li><li>• adaptability to the communication-related requirements of a professional environment</li><li>• ability to use specific terminology</li></ul> |
| Interdisciplinary skills | <ul style="list-style-type: none"><li>• ability to work in teams</li><li>• critical and analytical abilities</li><li>• adequate use of language in various communication situations</li></ul>                                                                                                                                                    |

## 7. Course objectives (based on list of acquired skills)

|                         |                                                                                                                                                                                                                                                                                                                                                          |
|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7.1 General objective   | <ul style="list-style-type: none"><li>• to acquaint students with professional elements pertaining to written and oral communication in English for international careers</li></ul>                                                                                                                                                                      |
| 7.2 Specific objectives | <ul style="list-style-type: none"><li>• to develop the range of vocabulary utilised by students in the process of communicating</li><li>• to increase students' adaptability to a wide range of communication situations</li><li>• to develop practical abilities which are needed in order to participate in complex communication situations</li></ul> |

## 8. Contents

|                          |                                                            |              |
|--------------------------|------------------------------------------------------------|--------------|
| 8.1 Course               | Teaching methods                                           | Observations |
| -                        |                                                            |              |
| 8.2 Seminar / Laboratory | Teaching methods                                           | Observations |
| 1. Seminar presentation  | PPT Presentation                                           |              |
| 2. Political inquiry     | PPT Presentation<br>Text analysis<br>Discussion and debate |              |
| 3. Political interviews  | Interactive presentation<br>Text and video                 |              |



|                                                                    |                                                                                    |  |
|--------------------------------------------------------------------|------------------------------------------------------------------------------------|--|
|                                                                    | analysis                                                                           |  |
| 4. Language creativity - interactive exercises                     | PPT Presentation                                                                   |  |
| 5. Euro-jargon I                                                   | PPT Presentation                                                                   |  |
| 6. Euro-jargon II (quiz)                                           | PPT Presentation                                                                   |  |
| 7. Comparing and contrasting visual materials                      | Discussion and debate<br>Case Study                                                |  |
| 8. Delivering an impromptu speech                                  | PPT Presentation<br>Discussion and debate                                          |  |
| 9. Address and politeness formulas                                 | PPT Presentation                                                                   |  |
| 10. Real-time news analysis                                        | PPT Presentation<br>Text and video analysis<br>Discussion and debate<br>Case Study |  |
| 11. Writing reports                                                | Interactive presentation<br>Discussion<br>Writing assignment                       |  |
| 12. Common errors in cross-cultural communication. Case studies I  | Interactive presentation<br>PPT Presentation<br>Case Study                         |  |
| 13. Common errors in cross-cultural communication. Case studies II | PPT Presentation<br>Discussion and debate<br>Case Study                            |  |
| 14. Seminar review and feedback                                    | PPT Presentation<br>Feedback                                                       |  |

#### Compulsory bibliography

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Charteris-Black, Jonathan, *Analysing Political Speeches: Rhetoric, Discourse and Metaphor*, Palgrave Macmillan, 2013.

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European Commission, Directorate-General for Communication,  
[http://ec.europa.eu/dgs/communication/index\\_en.htm](http://ec.europa.eu/dgs/communication/index_en.htm)

Helga Kotthoff, Helga; Spencer-Oatey, Helen; *Handbook of Intercultural Communication*, Walter de Gruyter, 2007.

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Pérez, Francisco, *Political Communication in Europe*, UK, Palgrave Macmillan, 2013.

Ramsay, Anne, *Eurojargon: A Dictionary of European Union Acronyms, Abbreviations and Sobriquets*, 6th edition, UK, CPI Limited, 2000.

Thomas, Alexander; Kinast, Eva-Ulrike; Schroll-Machl, Sylvia, *Handbook of Intercultural Communication and Cooperation: Basics and Areas of Application*, Vandenhoeck & Ruprecht, 2010.

Valentini, Chiara și Giorgia Nesti, Giorgia, (editori), *Public Communication in the European Union: History, Perspectives and Challenges*, Cambridge Scholar Publishing, 2010.

Wyatt, Rawdon, *Check your English Vocabulary for Business and Administration*, ed. 4, Londra, A & C Black Publishers, 2007.

#### Optional bibliography

Cressey, Laura, *Careers in International Affairs*, Georgetown University Press, 2014.

European Commission, English Style Guide. A handbook for authors and translators in the European Commission, [http://ec.europa.eu/translation/english/guidelines/documents/styleguide\\_english\\_dgt\\_en.pdf](http://ec.europa.eu/translation/english/guidelines/documents/styleguide_english_dgt_en.pdf).

European Judicial Training Network, *Language training on the vocabulary of judicial cooperation in civil matters*, EJTN, 2013.

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Millar, Rob; Crute, Valerie; Hargie, Owen, *Professional Interviewing*, Ed. Taylor & Francis, 1992

Ştefan, Rodica, *English language for diplomacy: applications: intermediate level*, Editura Fundației „România de mâine,, Bucharest, 2007

#### 9. The correspondence between the content of the course and the expectations of the academic community, professional associations and representative employers in the field:

- This course aims to develop essential abilities meant to foster the students' integration into the professional environment, by means of the various written and oral communication elements it relies on. The latter are presented in an interactive manner, the contents are up-to-date, the teaching methods are modern and the involvement of students is constant. Moreover, the course makes use of knowledge students have acquired from other courses within the curriculum and it is meant to facilitate the comprehension of other subjects in the field, from a terminological/linguistic point of view.

#### 10. Assessment

| Type of activity                                                                                                                                                                                                                        | 10.1 Assessment criteria        | 10.2 Assessment methods | 10.3 Percentage of the final grade |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-------------------------|------------------------------------|
| 10.5 Seminar/Laboratory                                                                                                                                                                                                                 | Activity during seminars        | Continuous evaluation   | 30                                 |
|                                                                                                                                                                                                                                         | Quality of evaluation file      | File assessment         | 30                                 |
|                                                                                                                                                                                                                                         | Presentation of evaluation file | Oral evaluation         | 30<br>+ 1 point                    |
| 10.6 Minimum standard of performance                                                                                                                                                                                                    |                                 |                         |                                    |
| <ul style="list-style-type: none"><li>• active attendance at 25% of seminars</li><li>• a minimum of 8 items in the evaluation file</li><li>• accurate presentation of the file, ability to answer medium-difficulty questions</li></ul> |                                 |                         |                                    |

Date  
15 February 2016

Course holder signature  
.....

Seminar holder signature

.....

Date of departmental approval

..... 15.02.2016

Head of department signature

.....