



## COURSE SYLLABUS

### 1. Information about the program

1.1 Higher Education Institution	Babeş-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/ Qualification	International Relations and European Studies

### 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</b> , Lecturer						
2.4 Year of study	2	2.5 Semester	2	2.6. Type of 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					5

### 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

<b>Professional skills</b>	<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>
<b>Interdisciplinary skills</b>	<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/interpellation	PPT Presentation Text analysis Discussion and debate	
3. Political interviews	Interactive presentation Text and video analysis Role play	
4. Language creativity - interactive	PPT Presentation	

exercises		
5. Euro-jargon I	PPT Presentation Text analysis	
6. Euro-jargon II (quiz)	PPT Presentation Discussion and debate	
7. Comparing and contrasting visual materials - evolution and cultural influence	Discussion and debate Case Study	
8. Delivering an impromptu speech	PPT Presentation Discussion and debate	
9. Communication in crisis situations I	PPT Presentation Text and video analysis Discussion and debate Case Study	
10. Communication in crisis situations II	Text and video analysis Discussion and debate Case Study	
11. Writing reports	Interactive presentation Discussion Writing assignment	
12. Common errors in cross-cultural communication. Case studies I	Interactive presentation Discussion and debate PPT Presentation Case Study	
13. Common errors in cross-cultural communication. Case studies II	PPT Presentation Discussion and debate Case Study	
14. Seminar review and feedback	PPT Presentation Feedback	

### Compulsory bibliography

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

Bull, Peter and Mayer, Kate, *How not to Answer Questions in Political Interviews*, (Political Psychology 14(4), 1993, pp. 651-666.

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

Coombs, Timothy, *Ongoing crisis communication: Planning, Managing, and responding* (2nd ed.). Los Angeles: Sage Publications, 2007.

Coombs, Timothy, *Protecting Organization Reputations During a Crisis: The Development and Application of Situational Crisis Communication Theory*, *Corporate Reputation Review*, 10(3), 163-177, 2007.

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

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European Court of Auditors, *Misused English words and expressions in EU publications*,

[http://www.eca.europa.eu/Other%20publications/EN\\_TERMINOLOGY\\_PUBLICATION/EN\\_TERMINOLOGY\\_PUBLICATION.pdf](http://www.eca.europa.eu/Other%20publications/EN_TERMINOLOGY_PUBLICATION/EN_TERMINOLOGY_PUBLICATION.pdf), 05.08.2016

European Commission, A to Z – jargon and false friends, [https://blogs.ec.europa.eu/eu-digital/sites/comm-digitaltransformation-blog/files/europa\\_a\\_to\\_z\\_list\\_-\\_jargon\\_and\\_clear\\_writing\\_alternatives-02-06-2015.pdf](https://blogs.ec.europa.eu/eu-digital/sites/comm-digitaltransformation-blog/files/europa_a_to_z_list_-_jargon_and_clear_writing_alternatives-02-06-2015.pdf), 03.09.2016

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.

Pietrasinski, Pawel, *International Marketing Strategies*, Polish Economic Publishing House, 2005.

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.

SEMA's Educational Series , *Crisis Communication Handbook*, 2003.

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

### Optional bibliography

Abramenka, Viktoryia , *Content Analysis of British Petroleum and Tokyo Electric Power Company's Crisis Communication Messages. Comparative Analysis of Crisis Communication Strategies*, Grand Valley State University, 2013

Brizek, Michael, *JetBlue Airways, Trouble in the Sky* , Journal of Aviation Management and Education, 2011.

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.

Jesenská, Petra , *EUROSPEAK and ELF – English as a current global Lingua Franca*,  
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Mejri, Mohamed , *Crisis Management: Lessons Learnt from the BP Deepwater Horizon Spill Oil*, Business Management and Strategy , Vol. 4, No. 2, 2013.

Pop-Flanja, Delia, *Provocarea interculturală în epoca globalizării*, EFES, Cluj-Napoca, 2015.

Valentini, Chiara și Giorgia Nesti, Giorgia, (ed.), *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.

## 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	4 p.
	Presentation of evaluation file	Oral evaluation	5 p. + 1 point
10.6 Minimum standard of performance			

- active attendance at 25% of seminars
- a minimum of 8 items in the evaluation file
- accurate presentation of the file, ability to answer medium-difficulty questions

Date

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Course holder signature

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Seminar holder signature

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Date of departmental approval

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Head of department signature

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