



## Course syllabus

### 1. Information about the program

1.1 Higher Education Institution	<b>Babeș-Bolyai University</b>
1.2 Faculty	<b>European Studies</b>
1.3 Department	<b>European Studies and Governance</b>
1.4 Field of study	<b>International Relations and European Studies</b>
1.5 Study level	<b>Bachelor</b>
1.6 Programme of study/ Qualification	<b>Diplomatie in afaceri</b>

### 2. Information about the discipline

2.1 Title		Communication for International Careers 1						
2.2 Course holder			Dr. Delia Pop-Flanja, Lecturer					
2.3 Seminar holder			Dr. Elena Grad-Rusu, Teaching Assistant					
2.4 Year of study	2	2.5 Semester	1	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	<b>3</b>	3.2 of which for course	<b>1</b>	3.3 of which for seminar	<b>2</b>
3.4 Total no. of hours in the curriculum	<b>42</b>	3.5 of which for course	<b>14</b>	3.6 of which for seminar	<b>28</b>
Time distribution:					Hours
Study by using handbook, reader, bibliography and course notes					2
Additional library/specialised online research, field research					2
Preparation of seminars/laboratories, homework, projects, portfolios and essays					3
Tutoring					1
Examinations					2
Other activities: .....					
3.7 Total no. of hours for individual study	7				
3.8 Total no. of hours per semester	100				
3.9 No. of ECTS credit points	4				

<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



#### 4. Prerequisites (where applicable)

4.1 of curriculum	❖
4.2 of competencies	❖ English language knowledge, B1/B2 level

#### 5. Conditions (where applicable)

5.1 For the development of the course	❖ minimal attendance: 75%
5.2 For the development of the seminar/laboratory	❖ minimal attendance: 75%

#### 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	❖ to acquaint students with professional elements pertaining to written and oral communication in English for international careers
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
1. Course Introduction and overview	PPT presentation Brainstorming	
2. Strategic ambiguity in the institutional discourse	PPT Presentation Case Study	
3. Presenting one's business persona	PPT Presentation Case Study	
4. Handling workplace conflict	PPT Presentation Interactive presentation Case Study Discussion and debate	
5. Conducting a social inquiry	PPT Presentation Text analysis	
6. Political jargon	PPT Presentation Interactive presentation	
7. Final revision and course feedback	Feedback session	



### Bibliography:

- Brown, Stephen; Lucas, Ceil, *Improve Your English: English in the Workplace*, McGraw Hill Professional, 2008.
- Ceramella, Nick; Lee, Elisabeth, *Cambridge English for the Media*, Cambridge University Press, 2008.
- 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).
- Pérez, Francisco, *Political Communication in Europe*, UK, Palgrave Macmillan, 2013.
- Valentini, Chiara și Giorgia Nesti, Giorgia, (ed.), *Public Communication in the European Union: History, Perspectives and Challenges*, Cambridge Scholar Publishing, 2010.
- Pop-Flanța, Delia and Gâz, Roxana-Maria, *Ambiguity in Intercultural Communication*, RCIC, 2015.
- 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.

8.2 Seminar/Laboratory	Teaching methods	Observations
1. Seminar presentation	PPT Presentation Discussion and debate	
2. Understanding a complex message (ambiguity, contradiction, paradox, irony, overstatement, understatement)	Text analysis Group work Discussion and debate	
3. Peer editing	Interactive presentation Group work Text analysis	



4. From informal to formal professional vocabulary	PPT Presentation Text analysis Discussion and debate	
5. Polysemy and ambiguity in practical exercises	Text analysis Discussion and debate	
6. Presenting one's business persona - simulation	Group work Discussion and debate	
7. Understanding employment terminology	PPT Presentation Discussion and debate Case Study	
8. The 1-on-1 conflict of ideas	Group work Case Study Role play	
9. Social inquiry - simulation	Group presentations, Discussion and debate	
10. Mass media jargon and the press review	Text and video analysis Discussion and debate Case Study	
11. Political jargon - analysing a political speech	Interactive presentation, Group work, Discussion and debate Case Study Role play	
12. Writing a business proposal	Interactive presentation, Group work, Discussion and debate	



13. Writing a character reference	PPT Presentation Video and text analysis	
14. Seminar review and feedback	PPT Presentation Feedback	
<b>Bibliography:</b> <b>Compulsory bibliography</b> <ul style="list-style-type: none"> <li>Brown, Stephen; Lucas, Ceil, <i>Improve Your English: English in the Workplace</i>, McGraw Hill Professional, 2008.</li> <li>CAPE - <i>Communication Studies, Language Registers</i>, <a href="http://capecommstudies.blogspot.ro/2011/02/language-registers.html">http://capecommstudies.blogspot.ro/2011/02/language-registers.html</a></li> </ul>		
<input type="checkbox"/> Friedman, Jack P., <i>Dictionary of Business and Economic Terms</i> , ed. 5, Barron's, 2012. <input type="checkbox"/> Helga Kotthoff, Helga; Spencer-Oatey, Helen, <i>Handbook of Intercultural Communication</i> , Walter de Gruyter, 2007. <input type="checkbox"/> Marsen, Sky, <i>Professional Writing</i> , Palgrave Macmillan, 2013. <input type="checkbox"/> McCarthy, Michael; O'Dell, Felicity, <i>English Vocabulary in Use: Advanced</i> , Cambridge University Press, 2009. <input type="checkbox"/> National Adult Literacy Agency , A Plain English Guide to Political Terms, <input type="checkbox"/> <a href="https://www.nala.ie/sites/default/files/news/attachments/a_plain_english_guide_to_political_terms.pdf">https://www.nala.ie/sites/default/files/news/attachments/a_plain_english_guide_to_political_terms.pdf</a> <input type="checkbox"/> Wyatt, Rawdon, <i>Check your English Vocabulary for Business and Administration</i> , ed. 4, Londra, A & C Black Publishers, 2007. <input type="checkbox"/> Zemach, Dorothy and Lisa Rumisek, Lisa, <i>Academic Writing from Paragraph to Essay</i> , Macmillan, Oxford, 2005. <input type="checkbox"/> <i>Longman Dictionary of Contemporary English</i> : <a href="http://www.ldoceonline.com">www.ldoceonline.com</a> <input type="checkbox"/> MTD Training, <i>Dealing with Conflict and Complaints</i> , <input type="checkbox"/> <a href="http://promeng.eu/downloads/training-materials/ebooks/soft-skills/dealing-with-conflict-and-complaints.pdf">http://promeng.eu/downloads/training-materials/ebooks/soft-skills/dealing-with-conflict-and-complaints.pdf</a>		



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- North, Tim, Scribe Consulting, *Business Proposal Writing Made Easy*,
- <http://www.betterwritingskills.com/Proposal-Writing-Sample.pdf>

### 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
10.4 Course	Knowledge about the course	Written exam	5p
10.5 Seminar/ Laboratory	Activity during seminars	Continuous evaluation	4p
Ex officio: 1 point			
10.6 Minimum standard of performance			



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BABES-BOLYAI TUDOMÁNYEGYETEM  
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TRADITIO ET EXCELLENTIA

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<p>For grade 5:</p> <ul style="list-style-type: none"><li>• active participation at 20% of the seminars</li><li>• ability to answer medium-difficulty questions</li></ul>	<p>For grade 10:</p> <ul style="list-style-type: none"><li>• active participation at 50% of the seminars</li><li>• ability to answer high-difficulty questions</li></ul>
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Date

Course holder signature

Seminar holder signature

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Date of departmental approval

Head of department signature

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