



UNIVERSITATEA BABEȘ-BOLYAI
BABEȘ-BOLYAI TUDOMÁNYEGYETEM
BABEȘ-BOLYAI UNIVERSITÄT
BABEȘ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA



Facultatea de Studii Europene

Str. Emmanuel de Martonne nr. 1, 400090 Cluj-Napoca
Tel.: 0264-593770
Fax: 0264-590251
euro.ubbcluj.ro



Course syllabus Academic year 2023-2024

1. Information about the program

1.1 Higher Education Institution	Babeș-Bolyai University
1.2 Faculty	Faculty of European Studies
1.3 Department	European Studies and Governance
1.4 Field of study	International Relations and European Studies
1.5 Study level	MA
1.6 Programme of study/ Qualification	International Relations and Cultural Diplomacy

2. Information about the discipline

2.1 Module	Intercultural communication					
2.2 Course holder	Assoc. Prof. Paula Mureșan					
2.3 Seminar holder	Lect. Elena Grad-Rusu					
2.4 Year of study	2	2.5 Semester	4	2.6. Type of assessment ¹	E.	2.7 Type of module ² OP

3. Total estimated time (teaching hours per semester)

3.1 No. of hours per week	3	3.1 of which for course	2	3.3 of which for seminar	1
3.4 Total no. of hours in the curriculum	36	3.5 of which for course	24	3.6 of which for seminar	12
Time distribution:					Hour s
Study by using handbook, reader, bibliography and course notes					14
Additional library/specialised online research, field research					10
Preparation of seminars/laboratories, homework, projects, portfolios and essays					14
Tutoring					10
Examinations					8
Other activities:					
3.7 Total no. of hours for individual study	28				
3.8 Total no. of hours per semester	42				
3.9 No. of ETCS credit points	6				

4. Prerequisites (where applicable)

4.1 of curriculum	• --
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¹ E - exam, ME - multi-term examinations, C - collocutional examination/assessment test

² OB - core module, OP - elective module, F - extracurricular module



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4.2 of competencies

- Knowledge of academic English

5. Conditions (where applicable)

5.1 For the development of the course	• Videoconference tools
5.2 For the development of the seminar/laboratory	•

6. Specific skills acquired

Professional skills	<ul style="list-style-type: none"> • Understand and analyze the field of intercultural communication • Correlation between theory, research and practice of the intercultural communication • Capacity to determine the links related to cultural identity, perception, communication and linguistic differences • Develop a national strategic plan for enhancing the cultural presence of embassies in the host states
Interdisciplinary skills	<ul style="list-style-type: none"> • CT1. To manage information pertaining to the resolution of complex tasks in context (reception, transmission, modification and storage of information in specific documents), also by using an international language at an advanced level and a second one, at an intermediate or advanced level • CT2. To apply effective multidisciplinary team work techniques at various hierarchical levels • CT3. To objectively perform a self-assessment of the need for professional training aimed at insertion and adaptability to the requirements of the labor market

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

7.1 General objective	<ul style="list-style-type: none"> • Developing perspectives about the influence of different cultures over human behavior and international relations • Understanding better the differences and the opportunities defined by intercultural communication
7.2 Specific objectives	<ul style="list-style-type: none"> • Define major concepts and terms related to cross-cultural communication • Identify and use the own cultural values in communicating the country's main foreign policy targets • Developing a complex process for intercultural exchanges and cultural diplomacy

8.1 Lecture	Teaching methods	Observations
1. Intercultural communication definition, concepts and patterns	Academic lectures, collective dialogue	
2. Intercultural communication at workplace	Academic lectures, collective dialogue	



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3. Forms of intercultural communication- examples	Academic lectures, collective dialogue	
4. Components of intercultural communication- examples	Academic lectures, collective dialogue	
5. Barriers to intercultural communication - examples	Academic lectures, collective dialogue	
6. Purpose of intercultural communication - examples	Academic lectures, collective dialogue	
7. Branding, advertising, publicity	Academic lectures, collective dialogue	
8. Intercultural communication in Romania	Academic lectures, collective dialogue	
9. Intercultural communication in Great Britain	Academic lectures, collective dialogue	
10. Intercultural communication in France	Academic lectures, collective dialogue	
11. Intercultural communication in the USA	Academic lectures, collective dialogue	
12. Final Remarks		

Additional compulsory bibliography:

- Alexander Thomas, Eva-Ulrike Kinast, Sylvia Schroll-Machl, (Editors), *Handbook of Intercultural Communication and Cooperation*, <https://library.oapen.org/bitstream/id/b4cc2a3d-3fa5-4529-a2d0-424d0c46f6ae/1000245.pdf>
- Adrian Holliday, Martin Hyde and John Kullman, *Intercultural Communication An Advanced Resource Book*, https://e-library.namdu.uz/81%20%D0%A2%D0%B8%D0%BB%D1%88%D1%83%D0%BD%D0%BE%D1%81%D0%BB%D0%B8%D0%BA/1holliday_a_hyde_m_kullman_j_intercultural_communication_an_a.pdf
- Shannon Ahrndt, *Intercultural Communication*, <https://irl.umsl.edu/oer/24/>

8.2 Seminar / Laboratory	Teaching methods	Observations
1. Intercultural communication at workplace. Case studies	Text analysis, debate	Case Studies in Intercultural Communication - https://www.mic.usi.ch/case-studies-intercultural-communication
2. Dealing with intercultural management	Text analysis, debate	Intercultural Management Guide: What Is It and Why Is It Important? - https://hrdqstore.com/blogs/hrdq-blog/intercultural-management-guide-important



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3. Fundamentals of Diversity	Text analysis, debate	What Are the Principles of Diversity, Equity, and Inclusion (DEI)? - https://businessleadershiptoday.com/what-are-the-principles-of-diversity-equity-and-inclusion/
4. Intercultural communication in an international context. Case studies	Text analysis, debate	Case Studies for Intercultural and Conflict Communication - https://www.cambridgescholars.com/resources/pdfs/978-1-5275-7713-8-sample.pdf
5. Intercultural communication in Romania. Case studies	Text analysis, debate	Hofstede, Geert, Managementul structurilor multiculturale. Software-ul gândirii, Ediția Economică, București; 1996.
6. Developing a cultural communication strategy. Timișoara 2023, Sibiu 2007	Text analysis, debate	https://timisoara2023.eu/en/ https://www.europarl.europa.eu/RegData/etudes/etudes/join/2013/513985/IPOL- CULT_ET(2013)513985_EN.pdf https://www.academia.edu/16719798/Sibiu_European_capital_of_culture_2007_evaluation_report



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Mandatory bibliography :

- Basic concepts of Intercultural Communication, Milton J. Bennett, Intercultural Press, London, 2013
- Understanding Intercultural Communication, Ting-Toomey, Stella & Chung, Leeva, Second Edition, London Oxford University Press, 2011
- Soft Power, Joseph S. Nye, Public Affairs, New York, 2021
- Figuring Foreigners Out, 20th Anniversary Edition: Understanding The World's Cultures Paperback, Craig Storti, 2017
- Prisoners of Geography, Tim Marshall, edit. Elliott & Thompson (UK) 2015
- Communication Power, Second Edition, Manuel Castells, 2009 by Oxford University Press, USA
- International Public Relations: Negotiating Culture, Identity, and Power, Patricia A. Curtin, T. Kenn Gaither, 2007 by Sage Publications, Inc
- Persuasion and Power: The Art of Strategic Communication, James P. Farwell, Georgetown University Press, 2017

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 students' abilities and competences in the field of intercultural communication.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course/Lecture	6 points	Oral exam	60%
10.5 Seminar	4 points		40%
10.6 Minimum standard of performance: :			

Date	Course holder signature	Seminar holder signature
24.09.2023	Paula Muresan	Elena Grad-Rusu

Date of departmental approval	Head of department signature
29.09.2023	Nicoleta Racolța-Paina