



## Course syllabus Academic year 2022-2023

### 1. Information about the program

1.1 Higher Education Institution	<b>Babeş-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>International Relations and European Studies</b>

### 2. Information about the discipline

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

### 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					16
Additional library/specialised online research, field research					16
Preparation of seminars/laboratories, homework, projects, portfolios and essays					16
Tutoring					8
Examinations					2
Other activities: .....					0
3.7 Total no. of hours for individual study	58				
3.8 Total no. of hours per semester	100				
3.9 No. of ETCS credit points	4				

### 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%

<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



## 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
1. Course Introduction and overview	PPT presentation Brainstorming	
2. Political interviews	PPT presentation Discussion	
3. Euro-jargon	PPT presentation Discussion	
4. Communication in crisis situations – Situational Crisis Communication Theory	PPT presentation Discussion	
5. Avoiding errors in cross-cultural communication	PPT presentation Discussion	



6. Writing reports	PPT presentation Discussion	
7. Final revision and course feedback	Feedback session	

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- 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.
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- 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.
- Jesenská, Petra, *EUROSPEAK and ELF – English as a current global Lingua Franca*, <https://www.ff.umb.sk/app/accountPropertiesAttachment.php?kernelUserID=ID&ID=657>, 05.01.2017
- 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.

8.2 Seminar/Laboratory	Teaching methods	Observations
1. Seminar presentation and overview	Interactive presentation Discussion and debate	
2. Political inquiry/interpellation	Text analysis Discussion and debate	
3. Political interviews - simulation	Interactive presentation Text and video analysis Role play	
4. Language creativity - interactive exercises	Writing assignment Group work	



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

**Bibliography:**

- De Wolf, Daniel and Mejri, Mohamed, *Crisis communication failures: The BP Case Study*, International Journal of Advances in Management and Economics , Vol.2, Issue 2, pp. 48-56, 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)

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

### 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	Oral exam	4p.
10.5 Seminar/ Laboratory	Activity during seminars	Continuous evaluation	5p.



*Ex officio: 1 point*

10.6 Minimum standard of performance

For grade 5:

- active participation at 20% of the seminars
- ability to answer medium-difficulty questions

For grade 10:

- active participation at 50% of the seminars
- ability to answer high-difficulty questions

Date

05.09.2021

Course holder signature

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Seminar holder signature

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Date of departmental approval

11.10.2021

Head of department signature

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