

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	BUCHAREST BUSINESS SCHOOL
1.3. Department	ECONOMIC DEVELOPMENT OF THE COMPANY
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Cycle of studies	MASTER STUDIES
1.6. Education type	FULL-TIME / PART-TIME
1.7. Study programme	INDE Romanian-French MBA
1.8. Language of study	English
1.9. Academic year	2016-2017

2. Information on the discipline

2.1. Name	Business Communication								
2.2. Code									
2.3. Year of study	2	2.4. Semester	2	2.5. Type of	Verif	2.6. Status of the discipline	O	2.7. Number of ECTS credits	5
2.8. Leaders	C(C)								
	S(S)								

3. Estimated Total Time

3.1. Number of weeks	14,00		
3.2. Number of hours per week	3,00	of which	
		C(C)	2,00
		S(S)	1,00
3.3. Total hours from curriculum	42,00	of which	
		C(C)	28,00
		S(S)	14,00
3.4. Total hours of study per semester (ECTS*25)	125,00		
3.5. Total hours of individual study	83,00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	20,00		
Additional documentation in the library, on specialized online platforms and in the field	30,00		
Preparation of seminars, labs, assignments, portfolios and essays	22,00		
Tutorials	8,00		
Examinations	3,00		
Other activities	0,00		

4. Prerequisites

4.1. of curriculum	NA
4.2. of competences	NA

5. Conditions

for the C(C)	Classrooms with multimedia equipment and internet access
for the S(S)	Classrooms with multimedia equipment and internet access

6. Acquired specific competences

PROFESSIONAL	C3	Formulation and substantiation of the business policies and strategies with a view to combining specialized knowledge and experience.
PROFESSIONAL	C7	Internationalization, regionalization, globalization of business.
TRANSVERSE	T2	Planning, organization and human resource development within a group or organization in order to develop responsibility for professional results.

7. Objectives of the discipline

7.1. General objective	To create suitable opportunities for students to use their communicative skills in order to behave professionally in business situations.
7.2. Specific objectives	To make students aware of the requirements of professional communication. To stimulate communication abilities particularly required in business. Oral communication: giving clear opinions and instructions, interpreting information correctly and fastly, analyzing things from various perspectives, communicating decisions convincingly, interacting diplomatically, persuading, giving feedback, motivating people. Written communication: writing correct e-mails, letters, reports and other types of specific documents according to the relevant quality standards. To develop intercultural competence.

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Written communication. General aspects. Business writing.	discussions + lecturing	
2	E- mailing in business. Standards and styles.	discussions on samples + lecturing	
3	Business letter writing. Types of business letters.	lecturing + comments on sample letters	
4	Business texts and papers. Specific aspects.	comments on various business texts + lecturing	
5	Multicultural communication. Types of cultures. Cultural dimensions.	lecturing + video illustrations	
6	Multicultural communication. Cultural differences. Developing intercultural competence.	comments on cases + lecturing	
7	Multicultural management. Cultural differences and management styles.	comments on cases + lecturing	
8	Team work. Business meetings. Chairing a meeting. Taking the floor, giving one's opinion, contradicting people in a formal situation.	video illustration + lecturing	

9	Team work. Oral presentations in business I. Stages of a presentation. Delivery and dealing with the listeners' questions.	video illustration + comments	
10	Team work. Oral presentations II. Body language and professional image.	video illustration + comments	
<p>Bibliography</p> <p>-</p> <p>Ashley, A., <i>A Handbook of Commercial Correspondence</i>, OUP, 1994</p> <p>Bovee, Courtland, John V. Thill, <i>Business Communication Today</i>, eighth edition, Pearson Education International, Prentice Hall, 2005</p> <p>Corballis, Tony and Wayne Jennings, <i>English for Management Studies</i>, Garnet Education, 2009</p> <p>Cotton, D., Falvey, D., Kent, S., <i>Market Leader</i>, Longman, 2001</p> <p>Ghiga, Georgeta, <i>Oral and written business communication</i>, Editura Printech, București, 2009</p> <p>Nicolae, Mariana (coord.), Virginia Barghiel, Maria Enache, Alexander Hollinger, Cristina Prelipceanu, Tania Magureanu, <i>Communication in International Business</i>, Ed. Cavallioti, 2005</p> <p>Nicolae, Mariana, Victoria Seitz, <i>Cheia succesului. Imaginea profesională</i>, Ed. Humanitas, 2008</p> <p>Trappe, Tonya, Graham Tullis, <i>Intelligent Business</i>, Longman, 2006</p>			
8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Stages of the writing process.	Zenova - case study	select e-mails and classify them in terms of clarity and efficiency
2	Writing effective e-mails.	comparisons of various e-mails; e-mails vs. letters;	-
3	Business letter writing.	Case study: <i>The new boss</i> . Task: write the letter to the managing director.	to take part in the negotiation and write the letter
4	Types of business texts: financial, accounting, management, marketing texts.	class discussions on the selected set of texts	to select business texts and analyse them
5	Communicating across cultures.	<i>Adventurous Appetites</i> - case study	write reports on the best location for expansion
6	Cultural differences.	<i>Ashburry Guitars</i> - case study (simulation of negotiation)	write a report on the result of negotiation
7	Culture and management styles.	<i>Metrot</i> - case study	to write the action plan
8	Team work. Business meetings.	<i>Stitch Wear Clothing</i> - case study (simulation of meeting)	to enact the meeting and write the minutes of the meeting
9	Team work. Giving presentations on company financial performance.	presentations made on cases chosen by students	to give feedback on the quality of presentation
10	Team work. Building a professional image while giving presentations.	presentations made on cases chosen by students	to give feedback on the efficiency of the presenter's body language
<p>Bibliography</p> <p>- Ashley, A., <i>A Handbook of Commercial Correspondence</i>, OUP, 1994</p>			

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The content is identical with the curricula of the MBA program delivered by the partner university (CNAM) and consistent with the curricula of major MBA programs from all over the world. In order to better adapt the content to labour market requirements, we deployed meetings with business representatives, business analysts and practitioners from the field, former students from both Romania and France.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	quality of acquired knowledge reflected in discussions, comments and simulations	continuous evaluation over the semester + exam	0,50
10.2. S(S)	oral and written communication skills; intercultural competence; business behaviour	continuous evaluation over the semester + oral presentation (with written summary)	30% + 20%
10.3. S(S)	oral and written communication skills; intercultural competence; business behaviour	continuous evaluation over the semester	
10.4. S(S)	oral and written communication skills; intercultural competence; business behaviour	continuous evaluation over the semester	
10.5. Final assessment	exam	Test Paper + Oral presentation + Written text of presentation	Test Paper 50% + 30% + 20% %
10.6. Modality of grading	Whole notes 1-10		
10.7. Minimum standard of performance	writing of a business text (e-mail, letter, report, minutes of meeting) correctly; understanding a specific business text and selecting relevant information from this; giving a short presentation fluently and attractively; showing a good level of cultural awareness		

