

TUTORIAL COURSE FORM – 2018-2019 ACADEMIC YEAR

Name of the tutorial course (Erasmus/exchange students)	Effective Intercultural Communication in Business Settings
Professor	Name Cocarta Luminita_ Office B314_____ Email lucocarta@yahoo.com
Semester in which the tutorial course is available	4 semesters for Master Studies Master year I, Sem 1 and sem2 Master year II, sem 1 and sem 2
No. of ECTS credits	5
Level of study	Master 1, Master 2 (4 semesters)
Short description/Contents	The courses aim at developing students' communication skills and their awareness of cultural differences in international settings and prepares them to adapt to various degrees of formality and to overcome possible linguistic and cultural blunders in their professional meetings and business correspondence. The courses will approach the importance of cultural dimensions in business communication, overcoming cultural barriers and will also deal with case studies in intercultural communication in business settings
Assessment	Master I, sem 1- Written assessment on cultural differences Master I, sem 2- Project Proposal for Multinationals Master II sem 1 –Presentation of a Country Project Master II sem 2- Final Oral exam
Bibliography	1.Andrei, Cocarta, L., <i>Culture, Language and International Communication</i> , Timpul, Iasi, 2011. 2. Andrei, Cocarta,L., <i>Effective Intercultural Communication</i> , Timpul, Iasi, 2014. 3.Crystal, D., <i>English as a Global Language</i> , Cambridge University Press, Cambridge, 1997. 4. Hofstede G., <i>Cultures and Organizations</i> , McGraw-Hill, New York, 2005. 5.Trompenaars &Hampten-Turner, <i>Riding the Waves of Culture, second edition</i> , Nicholas Brealey Publishing, London, 2015
Observations	Students may take only one course of the listed ones, on one semester.