



UNIVERSITATEA „ALEXANDRU IOAN CUZA” din IAȘI

**FACULTATEA de ECONOMIE ȘI ADMINISTRAREA AFACERILOR**

**TUTORIAL COURSE FORM**

**2025-2026 ACADEMIC YEAR**

<b>Name of the tutorial course (incoming Erasmus/exchange students)</b>	BUSINESS ACROSS CULTURES
<b>Name of the professor</b>	ELENA COJOCARU
<b>Email of the professor</b>	crismonais@yahoo.com
<b>Office of the professor Consultation days/hours</b>	B318, Monday: 9-10
<b>Semester(s) in which the tutorial course is available</b>	1 <sup>st</sup> and 2 <sup>nd</sup>
<b>No. of ECTS credits</b>	5
<b>Level of study (bachelor/master/PhD)</b>	Bachelor/Master
<b>Short description/Contents</b>	Introduction into main intercultural theories and main concepts in the area; key communication strategies in business contexts based on specific cultural values.
<b>Assessment/Evaluation</b>	1. Acquisition of new information based on reading and comprehension of specific texts 2. Specific vocabulary building 3. Presentation of a culture based on theoretical input
<b>Bibliography</b>	To be delivered
<b>Observations</b>	