

Aureo 34  
H.S. 22/29.04.2025

Pt aviz CA și aprobare S.U.O  
Prorector MA,

*(Signature)*

## **CURRICULUM**

Valid from academic year 2024-2025

**UNIVERSITY OF ORADEA**



**FACULTY OF ECONOMIC SCIENCES  
DEPARTMENT OF INTERNATIONAL BUSINESS**

***Blended Intensive Programme - English for specific purposes and employability. Access, Diversity and Inclusion.  
Duration of studies / no. of credits: 2 months/6 credits***

## 1. MISSION OF THE STUDY PROGRAMME

The *English for Specific Purposes and Employability: Access, Diversity, and Inclusion* program is designed for undergraduate and master's students, in collaboration with partner universities across Europe. This program equips students with targeted English language skills tailored to diverse professional fields, with a focus on supporting access to the job market, cultural diversity in the workplace, and fostering sustainability, inclusivity, and flexibility in professional settings.

Aligned with the goals of the **Eu-Green Alliance**, the program encourages students to embrace **sustainability and responsible communication practices**, as well as the importance of diversity and inclusion as central elements for success in today's job market. The knowledge gained will empower students to build sustainable professional relationships, lead with empathy, and adapt to the unique challenges and opportunities presented by multicultural work environments.

## 2. OBJECTIVES OF THE STUDY PROGRAMME

Throughout the program, students will engage with **English for specific purposes**—learning specialized vocabulary and communication strategies for industries such as business, technology, healthcare, and law. Recognizing that English functions as a versatile tool across a wide range of fields, the course covers essential elements unique to each sector, helping students navigate the complex and nuanced language demands of different industries.

The program addresses **cultural diversity in the workplace**, preparing students to communicate effectively in multilingual, multicultural environments. It includes in-depth exploration of topics like:

- Introduction to Cultural Diversity in the Workplace
- Communication Barriers and overcoming them
- Cultural Misunderstandings and how to address them
- Stereotypes and Prejudices, and ways to reduce their impact
- Adaptation and Flexibility in diverse environments
- Building Inclusive Teams that leverage diverse perspectives
- Leadership in a Culturally Diverse Environment
- Legal and Ethical Considerations in diverse workplaces



## 2. COMPETENCES THAT WILL BE ACQUIRED BY GRADUATES UPON COMPLETION OF THEIR STUDIES

Designing studies regarding the domestic and international business environment for business enterprises, private and public institutions, with activity in the field of international businesses

Explaining the key concepts and methodologies of interpretation of phenomena and processes faced by public and private organizations in international business

Analysing some typical empirical situations and critical assessment of the methodologies used in the study of international business of public communities and private organizations

Applying the principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work.

Identifying the roles and responsibilities in a multi-specialized team and using the relationship techniques and efficient work in the team.

Identifying the opportunities of continuous formation and values – the efficient implementation of the resources and educational techniques for the personal development.

### CURRICULUM

Module*	Sem. I [ore / săptămână]				Felul verif.	Credite	SI [ore / sem.]
	C	S	L	P			
Introduction to Specific Communication and Cultural Diversity	4	4	-	-	Colloquium	2	42
Communication Barriers and Cultural Understanding	6	4	-	-	Colloquium	1	15
Adaptation, Flexibility, and Inclusion	4	10	-	-	Colloquium	1	11
Leadership, Legal, and Ethical Aspects	4	4		10	Ex.	2	32
<b>TOTAL</b>	<b>18</b>	<b>22</b>		<b>10</b>		<b>6</b>	<b>100</b>

**Legend:** C - Course (for IFR - Individual study coordination); S - Seminar; L - Practical work (laboratory); P - Project; SI - Individual study; DG - General discipline; DF - Fundamental discipline; DS - Specialty discipline; DC - Complementary discipline; DD - Field discipline; DP - Practical activities; DU - University option; DR - Discipline relevant for the training of students in the field, available according to the University options  
Verification type - type of verification/form of verification; Ex. - exam; Cv. - colloquium; Vp. - mid-term verification; Pr. - project; A/R- Admitted/Rejected;  
Credits - number of ECTS credits; SI - Individual study.

**Legendă:** C - Curs (pentru IFR - Coordonare studiu individual); S - Seminar; L - Lucrări practice (laborator); P - Proiect; SI - Studiu Individual; DG - Disciplină Generală; DF - Disciplină Fundamentală; DS - Disciplină de Specialitate; DC - Disciplină Complementară; DD - Disciplină de Domeniu; DP - Activități Practice; DU - Opțiunea Universității; DR - Disciplină relevantă pentru pregătirea în domeniu a studenților, disponibile conform opțiunilor Universității  
Felul verif. - felul verificării/forma de verificare; Ex. - examen; Cv. - colocviu; Vp. - verificare pe parcurs; Pr. - proiect; A/R- Admis/Respins; Credite - număr credite ECTS; SI - Studiu individual.

Director departament,  
Conf.univ.dr. BUGNAR Nicoleta

RECTOR,  
Prof.univ.dr.ing.habil. BUNGĂU Constantin

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### DISTRIBUTION OF VIRTUAL AND PRESENCE ATTENDANCE

Module*					Total	Evaluation	Credite	IS [hours]
	VT	VP	PT	PP				
Module 1. Introduction to Specific Communication and Cultural Diversity 1.1.Program Overview and Objectives 1.2.ESP in Professional Fields 1.3.Cultural Diversity at Work: Definitions 1.4.Exploring Multicultural Dynamics 1.5.Professional Communication Simulations	4	4	-	-	8	Cv	2	42
Module 2. Communication Barriers and Cultural Understanding 2.1.Types of Communication Barriers 2.2.Causes of Cultural Misunderstandings 2.3.Impact of Stereotypes and Prejudices 2.4.Strategies for Clear Communication	6	4	-	-	10	Cv	1	15
Module 3. Adaptation, Flexibility, and Inclusion 3.1.The Need for Adaptability 3.2.Flexible Thinking in Workplace Scenarios 3.3.Inclusion Strategies for Teams 3.4.Leveraging Diverse Perspectives 3.5.Cultural Adaptation Case Studies	4	10	-	-	14	Cv	1	11
Module 4. Leadership, Legal, and Ethical Aspects 4.1.Inclusive Leadership Skills 4.2.Diversity and Equity in Leadership 4.3.Legal Aspects of Workplace Diversity 4.4.Ethical Decision-Making 4.5.Final Project and Action Plan			8	10	18	Ex	2	32
<b>TOTAL</b>	<b>14</b>	<b>18</b>	<b>8</b>	<b>10</b>			<b>6</b>	<b>100</b>

VT =virtual theory, VP = virtual practical, PT = in presence theory, PP = presence practical

ONE CREDIT POINT REQUIRES A TOTAL OF 25 HOURS OF STUDY PROGRAM, DIDACTIC AND INDIVIDUAL ACTIVITY.

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