

The Faculty of International Business and Economics

Bachelor's domain: Applied Modern Languages

The Bachelor's program in Applied Modern Languages address the complex phenomenon of communication in international business contexts by providing instruction on the theoretical and practical aspects characteristic of a wide range of professional fields. The theory and practice of applied linguistics in combination with the theory and practice of international business management offers students the ideal framework for understanding the multiple and subtle connections between language and the economic and social realities that the former expresses and influences. By developing their critical analysis skills as regards professional situations specific to the modern world, students will be eligible for a wide range of professions and careers in multinational companies, cultural and diplomatic institutions, consulting, and media or public relations agencies.

The curricula ensures the study of fundamental theoretical aspects of applied linguistics, text and discourse analysis, corporate communication, contemporary cultural phenomena, as well as the study of specific terminology for professional fields such as management, marketing, finance and media. Students will be exposed to the fundamental economic concepts and the way they are applied in the management of international corporations and human resources, in international markets, corporate culture and entrepreneurship. Students will improve their abilities to communicate in English, French and other modern languages in professional contexts, and will analyze the way in which modern organizations can render their operations more efficient.

The program develops the following general and specific competences:

General competences:

- ✓ knowledge, understanding and use of fundamental applied linguistics concepts
- ✓ knowledge, understanding and use of fundamental economic concepts
- ✓ ability to use critical thinking and analysis to evaluate professional tasks
- ✓ independent study
- ✓ ability to work in a team
- ✓ efficient oral and written professional communication in Romanian and two foreign language
- ✓ ethical professional conduct
- ✓ self-evaluation and career planning for lifelong learning and personal development

Specific competences:

- ✓ knowledge, understanding and use of concepts specific to the field of Applied Modern Languages
- ✓ knowledge, understanding and use of concepts specific to the field of International Business and Economics
- ✓ identification and critical evaluation of phenomena and processes specific to multicultural professional environments
- ✓ identification and use of adequate communication strategies in multicultural professional environments
- ✓ identification of opportunities and risks in international business
- ✓ ability to assist negotiations, closing and running of international business according to the mandate given
- ✓ knowledge, interpretation and enforcement of specific rules and practices in international business
- ✓ efficient communication in international business in at least two foreign languages
- ✓ editing documents and reports specific to international economic, diplomatic and cultural relations
- ✓ integration and adaptation to the professional requirements of multicultural institutions, organizations and corporations