



MINISTRY OF EDUCATION

Bucharest University of Economic Studies

6 Piata Romana, sector 1, Bucharest, postal code 010374, Romania
Tel. no.: +4021.319.19.00; +4021.319.19.01. Fax no.: +4021.319.18.99
www.ase.ro; rectorat@ase.ro

BLENDDED INTENSIVE PROGRAMME

Organisation unit	FACULTY: Faculty of International Business and Economics DEPARTMENT: Department of Modern Languages and Business Communication	
Planned program participants:		
- Number of participants from program countries	15	
BIPartner 1: Bucharest University of Economic Studies (RO BUCURES04), Bucharest, Romania BIPartner 2: Faculty of Information Technology and Management, University of Hradec Kralove, Czech Republic, CZ HRADEC01 (5 students) BIPartner 3: SSML Internazionale, Benevento, Italy. (I BENEVEN05)		
Name of the higher education institution of the program coordinator and Erasmus code:	Bucharest University of Economic Studies; RO BUCURES04	
Venue of the physical part of the program (city, country):	Bucharest, Romania	
Organization hosting the program (recipient organization) and Erasmus code (if relevant):	Bucharest University of Economic Studies; RO BUCURES04	
Type of BIP:	For students and staff	
Title of the BIP	Bridging Cultures and Markets: Intercultural and Business Communication March 2-6, 2026	
Objectives of the program: 1. Develop Intercultural Competence: Equip students with skills to navigate cultural diversity, focusing on effective communication strategies in multicultural settings and fostering cultural awareness. 2. Enhance Business Communication Skills: Provide practical knowledge and hands-on experience in business communication, including negotiation, presentation, and written communication tailored to international business environments. 3. Promote Linguistic Sustainability: Highlight the socio-economic origins of linguistic sustainability, emphasizing the importance of preserving multilingualism as cultural heritage. Encourage students to integrate sustainable linguistic practices in translation and communication, aligned with UNESCO's vision for preserving linguistic diversity. 4. Explore Practical Applications in Multilingual and Cultural Contexts: Enable students to apply their skills through case studies, hands-on projects, and real-world examples, bridging theoretical understanding with practical translation and communication tasks in diverse cultural and linguistic contexts. 5. Prepare for Global Careers in Applied Languages: Offer insights into professional paths that blend language skills with business, marketing, and intercultural management, preparing students for a dynamic, global job market. The "Bridging Cultures and Markets: Intercultural and Business Communication" Blended Intensive Program aligns with several of the United Nations' Agenda 2030 Sustainable Development Goals (SDGs).		
Description of the program: <i>Bridging Cultures and Markets: Intercultural and Business Communication</i> is an intensive program designed for students in applied modern languages programs, merging theoretical knowledge with practical skills. This Erasmus+ initiative prepares students for the demands of a globalized job market, where language proficiency and cultural competence are essential. Through both online and on-site workshops, lectures, and collaborative projects, participants will gain insights into effective communication strategies within diverse business contexts, fostering a profound understanding of effective communication across diverse cultural and professional environments. By building practical		



MINISTRY OF EDUCATION

Bucharest University of Economic Studies

6 Piața Romana, sector 1, Bucharest, postal code 010374, Romania
Tel. no.: +4021.319.19.00; +4021.319.19.01. Fax no.: +4021.319.18.99
www.ase.ro; rectorat@ase.ro

skills in intercultural communication, business translation, and linguistic sustainability, this program prepares students for rewarding careers in international markets, where cultural and linguistic expertise is increasingly indispensable.

Methods and outcomes:

The *Bridging Cultures and Markets: Intercultural and Business Communication* program employs a combination of online learning and hands-on onsite experiences to provide students with a well-rounded, practical understanding of intercultural business communication. The methods are divided into online and onsite components:

Online Component Methods:

- 1. Lectures and Interactive Webinars:** Students participate in structured lectures and webinars covering foundational topics, including intercultural communication in business, specialized translation, and cultural intelligence. Interactive features allow for real-time Q&A and discussion.
- 2. Case Studies and Analytical Exercises:** In the Cultural Intelligence module, students work with real-world case studies to analyze successful intercultural business interactions and improve cultural awareness.
- 3. Practical Translation Exercises:** Students work on sample texts in economic, legal, and financial fields, applying key translation techniques and ethical considerations.

Onsite Component Methods:

- 1. Advanced Hands-On Workshops:** Interactive workshops focus on practical translation exercises, peer reviews, and immediate feedback from experienced professionals, enhancing translation accuracy and cultural adaptation.
- 2. Role-Playing and Simulations in Real-World Scenarios:** Onsite role-playing activities build students' problem-solving skills in intercultural settings, allowing them to experience and manage realistic business conflicts.
- 3. Project-Based Learning:** Group projects focus on developing multilingual communication plans for hypothetical multinational companies, emphasizing cultural adaptation and translation strategies.
- 4. Cross-Cultural Mediation Exercises:** Simulations in cross-cultural mediation allow students to practice mediating conflicts, with guided feedback to enhance skills in addressing language and cultural nuances.

Outcomes:

- 1. Enhanced Intercultural Communication Skills:** Students will be able to effectively communicate across cultures in business contexts, with a strong understanding of cultural differences and strategies for managing them in international business interactions.
- 2. Specialized Translation Proficiency:** Participants will develop a high level of proficiency in specialized translation techniques, particularly in translating economic, legal, and financial texts. They will understand the ethical considerations involved and the challenges unique to specialized translation.
- 3. Advanced Cultural Intelligence (CQ):** Students will enhance their cultural intelligence, enabling them to assess and adapt to diverse cultural situations in business. This will be demonstrated through case analyses, CQ assessment tools, and practical applications.
- 4. Cross-Cultural Negotiation and Conflict Resolution Skills:** Through role-play exercises and simulations, students will be equipped to handle intercultural negotiation and resolve conflicts in a business context, showing adaptability in communication styles and strategies across cultures.
- 5. Comprehensive Multilingual Communication Strategy Development:** Through project-based learning, students will gain experience in creating culturally adapted communication plans for international businesses, with a focus on multilingual content adaptation and translation.

Description of the virtual component:

The primary objective of this segment of the project is to facilitate dialogue between staff and students with the aim of pinpointing and addressing intercultural communication in business context.

To achieve the objectives of this segment of the project, it is essential to establish an open and engaging environment where instructors and students can freely share their thoughts and ideas on how to overcome the challenges associated with intercultural communication.



MINISTRY OF EDUCATION

Bucharest University of Economic Studies

6 Piata Romana, sector 1, Bucharest, postal code 010374, Romania
Tel. no.: +4021.319.19.00; +4021.319.19.01. Fax no.: +4021.319.18.99
www.ase.ro; rectorat@ase.ro

This part of the program will enable staff and students to lay the foundations and the theoretical framework for the second part of the project, on-sight workshops and role-play.

Online Lecture Topics

Introduction to Intercultural Communication in Global Business

Analysis of diverse communication and negotiation styles.

Overview of challenges in translating business, economic, and legal documents.

Understanding and measuring cultural intelligence.

Expected outcomes:

Foundational Understanding of Intercultural Communication: Students will gain a solid grasp of core concepts in intercultural communication, specifically as they apply to global business settings. They will be able to identify cultural factors that influence business interactions and develop strategies to navigate cultural differences effectively.

Specialized Knowledge in Business and Legal Translation: Students will become familiar with the challenges of translating specialized content, particularly in business, economic, and legal contexts. They will acquire basic skills in ensuring translation accuracy and appropriateness, as well as an understanding of the ethical considerations necessary in these domains.

Enhanced Cultural Intelligence (CQ) for Global Business: Through the exploration of cultural intelligence, participants will learn to measure and develop their CQ, which will help them adapt effectively to diverse cultural environments. They will be able to analyze successful examples of cultural intelligence in action and apply CQ improvement techniques in practical scenarios.

By the end of the virtual component, participants will be prepared to apply these foundational skills and concepts during the in-person component, where they will engage in more hands-on practice and collaborative activities.

In-Person Lecture Topics

Intercultural Business Communication Case Studies

Advanced Workshop on Specialized Translation Techniques

Interactive simulations of mediation scenarios involving cultural misunderstandings.

Project-Based Workshop: Developing a Multilingual Business Communication Plan

Field description - ISCED code:	023
Level of study (according to syllabus)	Bachelor and Master
Awarded credits (according to syllabus)	3
Start and end of the program (including physical and virtual components):	TBA
Beginning and end of physical mobility:	02. 03 - 06. 03. 2026
Beginning and end of virtual mobility:	TBA
Physical activity duration (days) – without travel days	5
Is the virtual component planned before, during or after the physical mobility?	The virtual component is planned before the physical mobility.
City of venue	Bucharest
Working language of the program:	English
Contact person for academic content information on the component (name, and e-mail):	1. Person in charge with the organization: Onorina Botezat Onorina.botezat@rei.ase.ro
Contact person for administrative information on the component (name, and e-mail):	Teodora Fulga, Ph.D. teodora.fulga@amp.ase.ro