

POLITEHNICA University of Bucharest (**UPB**)  
 Faculty of Engineering and Management of Technological Systems (**IMST**)  
 Study Programme: Industrial Engineering (**IE**)  
 Form of study: Licence (Bachelor)

## COURSE SPECIFICATION

|                      |                                  |                        |   |
|----------------------|----------------------------------|------------------------|---|
| <b>Course title:</b> | <b>Intercultural cooperation</b> | <b>Semester:</b>       | 7 |
| <b>Course code:</b>  | UPB.06.C.07.L.004                | <b>Credits (ECTS):</b> | 5 |

| <b>Course structure</b>             | Lecture | Seminar | Laboratory | Project | Total hours |
|-------------------------------------|---------|---------|------------|---------|-------------|
| <i>Number of hours per week</i>     | 2       | 2       |            |         | 4           |
| <i>Number of hours per semester</i> | 28      | 28      |            |         | 56          |

| <b>Lecturer</b>                  | Lecture  | Seminar / Laboratory / Project  |
|----------------------------------|--|---|
| <i>Name, academic degree</i>     | Popa Diana Mariana,<br>PhD.<br>Assistant Professor   | Popa Diana Mariana, PhD.<br>Assistant Professor   |
| <i>Contact (email, location)</i> | <a href="mailto:dianapopa.upb@gmail.com">dianapopa.upb@gmail.com</a><br>IMST Faculty, Room<br>CK 110 | <a href="mailto:dianapopa.upb@gmail.com">dianapopa.upb@gmail.com</a><br>IMST Faculty, Room CK 110 |

| <b>Course description:</b>  |
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| <p>Students will be provided with a view of cultural studies and an understanding of how cultural differences can be managed in a variety of settings and contexts. Course topics include:</p> <ul style="list-style-type: none"> <li>• The concept of culture</li> <li>• Key thinkers in cultural studies</li> <li>• Language and culture</li> <li>• The symbolic nature of social relations</li> <li>• Ethnocentrism and cultural diversity</li> <li>• The problem of „The Other” – anthropological approaches</li> <li>• Aspects of globalization: the McDonaldization of society</li> <li>• The clash of civilizations?</li> <li>• Business Etiquette and Protocol Abroad</li> <li>• Intercultural Computer-Mediated Communication</li> <li>• Intercultural Conflict management</li> <li>• Cultural Intelligence</li> </ul> |
| <b>Seminar / Laboratory / Project description:</b>  |
| <p>Students will participate in discussions and debates in order to apply the concepts studied during the course. Case studies and representative texts from the cultural studies literature will be</p>  |

provided for facilitation of better understanding of the presented theories.

***Intended learning outcomes:***

Students will acquire a framework for analysing how cultural differences manifest themselves during individual and group interactions. Students will familiarize themselves with the specific modern challenges related to intercultural cooperation.

| <b><i>Assessment method:</i></b> | <b><i>% of the final grade</i></b> | <b><i>Minimal requirements for award of credits</i></b>                                  |
|----------------------------------|------------------------------------|--|
| Written exam                     | 20%                                | At least 22.5 points for the Seminar<br>At least 50 points out of a total of 100 points. |
| Report / project                 |                                    |  |
| Homework                         |                                    |  |
| Laboratory/Seminar               | 45%                                |  |
| Other                            | 35%                                |  |

***References:***

Harris, P.; Moran, R; (2004)Managing cultural differences. Elsevier Butterworth–Heinemann  
Huntington, Samuel P. (2011). *The Clash of Civilizations and the Remaking of World Order*, Simon & Schuster.  
Ritzer, G.: (2014). *The Mcdonaldization of Society*. Sage Publications.  
Thomas, D.; Inkson K. (2008) *Cultural Intelligence. People Skills for global business*. Berrett-Koehler Publishers. San Francisco.

***Prerequisites:***

***Co-requisites***

***(courses to be taken in parallel as a condition for enrolment):***

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***Additional relevant information:***

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Date:11.07.2016

Professional degree, Surname, Name: Assistant Professor Popa Diana Marina, PhD.