

ANEXA Nr. 4

PUBLIC INFORMATION REGARDING THE COMPETITION

Field name	Description
Faculty	Faculty of Economics and Business Administration
Department	Department of Modern Languages and Business Communication
Position in the academic job title list	13
Position	Lecturer
Disciplines in the curriculum / research domains as it figures in the framework of academic positions	<p>Intercultural Communication – English</p> <p>Modern Languages Applied to Business 1 – English</p> <p>Modern Languages Applied to Business 1 – English</p> <p>Modern Languages Applied to Business 2 – English</p> <p>Modern Languages Applied to Business 2 – English</p> <p>Applied Specialist Language – English</p> <p>Applied Specialist Language – English</p>
Scientific domain	Philology
Description of the vacant position	<p>The structure of the position: 11.50 conventional hours / week, comprising the following subjects:</p> <ul style="list-style-type: none"> ▪ Intercultural Communication (English): 2 effective hours of course/week, 4 effective hours of seminar/week, master level, 1st semester; ▪ Modern Languages Applied to Business 1 (English): 4 effective hours of seminar/week, bachelor level, 1st semester; ▪ Applied Specialist Language (English): 2 effective hours of course/week, bachelor level, 2nd semester; ▪ Modern Languages Applied to Business 2 (English): 4 effective hours of seminar per week, bachelor level, 2nd semester. <p>Teaching language: English</p> <p>Requirements that must be fulfilled by candidates:</p> <ul style="list-style-type: none"> ▪ PhD degree in the field of Philology ▪ The scientific record has to be in accordance with the scientific field Philology ▪ The candidate has to prove a good use of English both through documents included in the file and by delivering the lecture in English ▪ Required linguistic competences: European Linguistic Competence Certificate in <i>English</i> at least C1 level at the Lingua or Alpha Centers of Babeş-Bolyai University or the linguistic competences <i>Cambridge</i> or certificates attesting studies or mobilities in that country / language for a cumulative period of <i>at least 9 months</i>

Responsibilities	<p>The current position has the following responsibilities:</p> <ul style="list-style-type: none"> ▪ teaching the courses and seminars according to the workload in the academic job description; ▪ supervising graduation thesis: bachelor, dissertation; ▪ tutorial activities; ▪ scientific research activities included in academic career plan; ▪ writing treatises/monographs/scientific books; ▪ participation in scientific conferences; ▪ participation in management activities of the institution; ▪ professional activities for the community; ▪ other activities according to the job description and academic career plan.
Date and time of the lecture presentation	January 27 2023, Friday, 13.00 hours
Place of lecture presentation	Babeş-Bolyai University from Cluj-Napoca, Faculty of Economics and Business Administration, 58-60 Teodor Mihali Street, Room 114
Place, time and date of examinations including lectures, courses, etc.	<p>Examination 1. Evaluation of the candidate folder (75% of the final grade):</p> <p>January 27 2023, Friday, 11.00 hours</p> <p>Babeş-Bolyai University from Cluj-Napoca, Faculty of Economics and Business Administration, 58-60 Teodor Mihali Street, Room 114</p> <p>Examination 2. Public lecture (25% of the final grade):</p> <p>January 27 2023, Friday, 13.00 hours</p> <p>Babeş-Bolyai University from Cluj-Napoca, Faculty of Economics and Business Administration, 58-60 Teodor Mihali Street, Room 114</p>
Examination topics and bibliography	<p>Examination 1. Evaluation of the candidate folder The folder will contain the professional achievements of the candidate.</p> <p>Examination 2. Public lecture Candidates deliver a public lecture of minimum 30 minutes on a relevant theme <i>chosen by the candidate</i> from the topics of the open position. The evaluation mandatory contains a session of questions addressed by the commission and/ or the public.</p> <p>In the case of a position with teaching load in a foreign language, the public lecture will be held in that language (the language is mentioned); in the case of a position with teaching load in several foreign languages, the public lecture will be held in those languages (languages are mentioned), in accordance with a procedure laid down in the competition notice.</p> <p>Topics:</p> <p>1.Introduction to intercultural business communication</p> <p>1.1. The culture concept</p> <p>1.2. The intercultural communication concept</p>

1.3. The importance of intercultural communication in business

1.4. Intercultural business communication competencies

2. Contrastive cultural values and perceptions

2.1. Cultural dimensions

2.2. Cultural orientations

2.3. A theoretical model for the analysis of cultural conduct

3. Non-verbal cultural conduct

3.1. Verbal versus non-verbal communication

3.2. Elements of non-verbal communication

3.3. Paraverbal characteristics of communication

3.4. Cultural differences in non-verbal communication

4. The culture shock

4.1. The culture shock concept

4.2. Characteristics of the culture shock

4.3. The process of cultural adaptation

5. The intercultural competence

5.1. The concept of sensitivity/intercultural competence

5.2. Dimensions of intercultural competence

5.3. Personal characteristics of intercultural sensitivity

5.4. The management of intercultural relationships

6. The financial environment

6.1. Financial institutions

6.2. Accounting and auditing

6.3. Finance

7. Personal banking

7.1. The current account

7.2. Banking products and services

	<p>7.3. Internet banking</p> <p>8. The central bank</p> <p>8.1. The functions of the central bank</p> <p>8.2. The central bank and the commercial banks</p> <p>8.3. The central banks and the currency exchange rate</p> <p>9. Insurance</p> <p>9.1. The insurance process</p> <p>9.2. Types of insurance</p> <p>9.3. Life insurance</p> <p>Bibliography:</p> <ol style="list-style-type: none"> 1. Bovee, C. L. and Thill, J. V. (2018), <i>Business Communication Today, 14th edition</i>. Edinburgh: Pearson Education Limited 2. Chaney, L., Martin, J. (2014), <i>Intercultural Business Communication, 6th edition</i>. Edinburgh: Pearson Education Limited 3. Gibson, R. (2010) <i>Intercultural Business Communication</i>. Oxford: OUP. 4. Goodman, M.B. (2013) <i>Intercultural Communication for Managers</i>. New York: Business Expert Press 5. Hofstede, G. (1994) <i>Cultures and Organizations</i>. Glasgow: HarperCollinsBusiness. 6. Lewis, R.D. (2006) <i>When Cultures Collide. Leading Across Cultures</i>. Boston/London: Nicholas Brealey International. 7. Frenco, E., Mahoney, S. (2011) <i>English for Accounting</i>, London: Oxford University Press 8. MacKenzie, I. (2017) <i>Professional English in Use. Finance</i>, Cambridge: Cambridge University Press 9. Pratten, J. (2009) <i>Absolute Financial English</i>, Surrey: Delta Publishing
<p>Description of competition procedure</p>	<ol style="list-style-type: none"> 1. The Head of the academic unit (department, doctoral school, research center) opens the teaching/researching positions to competition, the dean/the head of research center approves the list of positions put up for competition, the council of the academic unit and the Faculty Council endorses these positions and the Administration Council of the University approves them; 2. The vacant positions are made public as required by law; 3. The competition committees are set up based on the proposals coming from the council of the academic unit that includes the vacant position, endorsed by the plenary of the Department and the Faculty Council, approved by the BBU Senate; 4. Candidates prepare the competition files; 5. Candidates enter the competition by submitting the competition files to the specialized department of the university, complying with the registration deadline, the calendar of the competitions, communicated by the university; 6. The legal department of the university verifies if the requirements for the participation of the candidates are met, and checks the contents of the files, which must be in accordance with the academic

employment Methodology of the BBU regarding occupying the vacant educational and research positions;

7. The legal department of the BBU confers approval in concordance with a resolution made by an evaluation committee and the documents needed for the enrolment to the competition;

8. The competition commission agrees on the examination procedure and provides this information to candidates in accordance with BBU Methodology;

9. The examinations (written examination and/ or oral examination) are held as agreed in the previous paragraph. In this regard, the commission will perform the following tasks:

- verifies and determines the fulfilment of the national and University level minimum standards;
- organizes the examination (or lecture);
- creates the evaluation and grading benchmark for the professional competences of the participant;
- informs the candidate about this benchmark at the beginning of the work of the commission;
- evaluates the candidate;
- based on the evaluation fills out the documents of the competition in concordance with the Methodology of the BBU;
- publishes the results of the competition for each candidate.

10. In case one candidate holds evidence elements that can prove the non-compliance with the legal procedures of the competition, the candidate can formulate a contestation within 3 working days after the communication of the results;

11. At the end of the competition the commission writes a synthesis report and submits the results to the Dean's office;

12. The Dean's office organizes the discussion of the competition's results within the Faculty Council;

13. The Faculty Council is conducting an evaluation regarding compliance with current legislation on academic competition procedures; respectively, The Faculty Council is also validating the competition summary report in what concerns full compliance with competition requirements;

14. Sending the competition results to the University;

15. The BBU Senate verifies the compliance with current legislation on academic competition procedures; respectively, The BBU Senate approves (or not) the competition summary report in what concerns full compliance with competition requirements;

16. The results of the competition is published on the contest web page within two working days from the end of the contest, as well as on the BBU web page regarding the contest.

Head of Department

Lecturer Diana Christine Zelter, PhD