

BLENDING INTENSIVE PROGRAMME

“ PREPARING STUDENTS FOR AN INTERCULTURAL ENVIRONMENT ”

June 30 – July 5, 2025 | Bucharest, Romania



Program Description

The Romanian-American University is proposing a Summer Program in the field of Intercultural Communication.

In this age of audience fragmentation, global presence, data overload, niche marketing, downsizing, reorganizing and accountability, effective oral and written communication skills are in demand.

Without effective communication even everyday tasks are difficult, if not impossible. The average person takes messages at face value without evaluating the true meaning and intent of the communication.

But good communication cannot be achieved without an understanding of cultural backgrounds, cultural differences and similarities, and apart from mastering the subcultures present all over the world.

That is why the course offers a very practical and interactive approach, with participants having activities aimed to test and better understand what they learned.



Online: June 27, 2025
Physical mobility: June 30 – July 5, 2025



Venue: ROMANIAN-AMERICAN UNIVERSITY
No.1B Expoziției Blvd., 1st District, Bucharest, Romania



+20 PRACTICAL HOURS OF:

- Teaching activities, workshops & discussions:
 - Intercultural Communication Course
 - Romanian Crash Course
 - Traditional handcrafted “Mărțișoare” - workshop
 - Exchange of Best Practices.
- Meetings & discussions with RAU international staff
- Networking with colleagues from other universities
- Presentation of own university
- Discovering RAU campus



THE ROMANIAN HERITAGE - HISTORY, CULTURE, TRADITIONS AND NATURE:

- Visit to the Village Museum in Bucharest
- Cultural Trip outside Bucharest: Peleş / Bran Castle & Braşov City
- Dinner
- Cultural Visits in Bucharest

Intercultural Communication Course

- COURSE OUTLINE -

AIMS:

- Starting from a definition of culture and subcultures, the course is aimed at enabling social participation of individuals in intercultural communities;
- Working with different cultural models (Edward Hall's Model of Cultural Differences, Kluckhohn's Model of Basic Assumptions, Geert Hofstede's 6 Dimensions of Culture)
- Fostering dialogue between upbringing and educational entities of different ethnic, gender, social, cultural, religious and linguistic backgrounds;
- Culture shock of studying abroad – working with the stages and developing strategies for building a network in the new country.
- Providing trainees with an in-depth understanding of the various forms of communication;
- Outlining, exploring and exemplifying its uses and specifics in the business environment;
- Developing trainees' verbal and non-verbal communication skills;
- Providing trainees with frameworks for writing standardized documents, managing conflicts and preparing presentations;
- Enriching trainees' professional vocabulary and consolidating its use in appropriate situations.

METHODOLOGY:

- Presentation and exploration of theoretical concepts;
- Cases and exercises emphasizing informative communication and strategies for collaboration;
- Multicultural, cross-cultural and intercultural games and activities;
- Workshops – traditional handcrafted “Mărțișoare”
- Overview of methods for:
 - organizing ideas;
 - analyzing data;
 - formatting information;
 - understanding audience needs;
 - developing a professional communication style.

TOPICS:

- What is culture? Visible and invisible; cultural programming, intercultural communication, assignments
- Working with Hall's Model of Cultural Differences – High vs. Low Context Cultures, Monochronic vs. Polychronic Cultures, Personal Space, etc
- Kluckhohn's Model of Basic Assumptions and Hofstede's 6 Dimensions of Culture
- Culture Shock of Studying Abroad
- Communication – introduction & overview (definitions, short history, components, learning types, effectiveness)
- Types of communication (barriers, distinctive traits of non-verbal vs. verbal communication, patterns, architecture of communication)
- Verbal communication (stress on audience-orientation; guidelines for written and oral communication, style & language)
- Oral communication: conflict management, business presentations & related graphics
- Written Communication: queries, complaints, settlements
- Global principles of intercultural education

TRAINERS:

- Associate professor ELENA MUSEANU, PhD, Head of Foreign Language Department, Romanian-American University
- Associate professor OKSANA PRYSHLIAK, Foreign Language Department, Ternopil Volodymyr Hnatiuk National Pedagogical University, Ukraine
- NUNEZ CARLOS VICENTE & MAHDI RAYA ISARA, Directors, Nunez Mahdi Consultants, the Netherlands (TBD)



ABOUT

Romanian-American
UNIVERSITY

Established in 1991, the [Romanian-American University](#) is devoted to excellence in teaching, learning and research, providing exciting opportunities for students, teachers and researchers to follow their intellectual curiosity.

Romanian-American University was founded with a view to promote the American educational values (efficient organization, sense of duty, work-ethic, self-respect and respect for others) combined with the solid and rich academic traditions of the Romanian educational system.

RAU has become an outstanding player in the European Union's educational landscape, as a result of its strategic focus on internationalization. With a strategic vision of becoming a truly international University with a global focus in education, research and services to community, RAU is engaged in establishing partnerships with international dimensions, creating an international atmosphere through international academic events and cultural exchanges, as well as actively promoting Romania as a study destination.

RAU academic offer currently includes fully English-taught [Bachelor programs](#) (3) and [Master programs](#) (8) in the fields of Computer Science, International Business, Finance, Strategic Marketing, and Aviation Management, as well as a Foundation Year.

- [BSc in Computer Science for Economics](#)
- [BSc in International Business](#)
- [BSc in Business Studies \(Marketing\)](#)
- [MSc in Computer Science for Business](#)
- [MSc in Finance](#)
- [MSc in Strategic Marketing](#)
- [MSc in Entrepreneurship and International Business](#)
- [MSc in Business Management in Travel, Tourism and Aviation](#)
- [MSc in International Economic Relations and Diplomacy](#)
- [MSc in International Economic Relations and European Union Studies](#)
- [MSc in Strategic Marketing & Social Media](#)

At RAU, students can also attend Extracurricular Courses taught in English by European, American and Asian professors several times each semester, gathering even more information and knowledge for their future.

RAU campus is located in a vibrant area in the north of Bucharest, only 15 minutes away from the city center. Its campus offers a heaven of security and tranquility within one of the busiest cities in Eastern Europe.



Details about

Cultural Visits & Activities

PARTICIPATION FEE

- **NO FEE** - for BIP participants (Staff mobility for Training registered to the BIP)
- **125 EUR** - for Staff mobility for Training participants (not registered to the BIP)
- **175 EUR** - other mobility scheme (including accompanying persons)

There is no fee for the training program itself. The participation fee is intended to partially cover the costs of organizing the cultural activities and trips.

For participants registered under the BIP, all activity-related costs are fully covered by RAU.

INCLUDED ACTIVITIES:

- Meetings & discussion with practitioners in the field
The costs of the training program are fully covered by RAU
- International dinner
- Visit to the Village Museum
- Thematic Trip: Visit to Sinaia / Bran & Brasov;
The Romanian Heritage: History, Culture, Traditions and Nature
The Cultural Trip includes bus transportation and visiting tickets:
 - Peleş Castle (the Romanian Royal Summer Residence - Sinaia City)
 - OR** Bran Castle (also known as "Dracula's Castle"- Bran village)
 - Braşov City
a beautiful medieval city within the Carpathians Mountains

ACCOMMODATION, MEALS, ACTIVITIES and TRANSPORT

- The flights, accommodation and meals are on the participants behalf.

If you are an Erasmus+ partner, we'll be happy to sign a staff mobility agreement for training.

VILLAGE MUSEUM

It is an open-air ethnographic museum located in the King Michael I Park (Bucharest, Romania), showcasing traditional Romanian village life. The museum extends to over 100.000 m², and contains 272 authentic peasant farms and houses from all over Romania. It was created in 1936 by Dimitrie Gusti, Victor Ion Popa, and Henri H. Stahl. Elisabeta Palace, the current residence of the Romanian Royal Family is also located in the park, being an "island" inside the Village Museum.

PALLACE OF PARLIAMENT

The Palace of the Parliament (Palatul Parlamentului) is the seat of the Parliament of Romania. The Palace of Parliament is one of the heaviest buildings in the world, weighing about 4 million tons, also being the second largest administrative building worldwide.

The Palace was ordered by Nicolae Ceaușescu (1918–1989), the president of Communist Romania, during a period in which the personality cult of political worship and adoration increased considerably for him and his family. The construction of the Palace of the Parliament was the most extreme expression of the systematization program imposed on Romania by Nicolae Ceaușescu.

Known for its ornate interior composed of 23 sections, the Palace houses the two chambers of the Parliament of Romania, along with three museums and an international conference center. Various events organized by state institutions and international bodies such as conferences and symposia take place there, but despite this about 70% of the building remains empty.

BRAN CASTLE

It is situated on the Transylvanian side of the historical border with Wallachia. Commonly known outside Romania as "Dracula's Castle", it is often erroneously referred to as the home of the title character in Bram Stoker's "Dracula". There is no evidence that Stoker knew anything about this castle, which has only tangential associations with Vlad the Impeller, Voivode of Wallachia. Because of the location of Bran Castle, its dramatic architecture, and its connection to Vlad III Dracula and to Bram Stoker's "Dracula", the Romanian government decided to market it as the "real Dracula Castle". It is now a museum dedicated to displaying art and furniture collected by Queen Marie of Romania.

BRAȘOV CITY

Located in the central part of the country, about 166 km (103 mi) north of Bucharest, the city is surrounded by the Southern Carpathians and is part of the historical region of Transylvania. The city is notable for being the regional capital of the Transylvanian Saxons of the Burzenland administrative area in the past, and a large trade hub on the trade roads between East and West.

The oldest traces of human activity and settlements in Brașov date back to the Neolithic age (about 9500 BCE). Industrial development in Brașov started in the inter-war period, and was accelerated in the Communist era. With its central location, Brașov is a suitable location from which to explore Romania. It is the largest city in a mountain resorts area and the old city is very well preserved. It is also the birthplace of the national anthem of Romania.

Program's Cultural Visits



VILLAGE MUSEUM - BUCHAREST



PALACE OF PARLIAMENT - BUCHAREST



BRAN CASTLE - DRACULA'S CASTLE



BRAŞOV CITY - MEDIEVAL CITY WITHIN CARPATHIANS MOUNTAINS

We would like to welcome academic and administrative staff from all over the world in order to create a truly international and multi-cultural environment.

The number of participants is limited to 30 (maximum 3 participants / partner university).

Please confirm your participation until **SUNDAY, JUNE 15, 2025** by filling in the **REGISTRATION FORM**.

Kindly be informed that the application submission does not automatically imply that the applicant is accepted for the training program. We will come back with the FINAL confirmation.

CONTACT PERSONS:

→ General Information:

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→ Ms. Elena Museanu, Academic Coordinator

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Thank you for considering our program.
Do not hesitate to let us know if you have any questions.

**We are looking forward to welcoming you
at the Romanian-American University !**

Key Facts about

Romania and BUCHAREST

Located halfway between the Equator and the North Pole, **Romania** is one of the largest countries of Europe (the size of the United Kingdom, the size of Oregon or roughly half of France), with a surface of 237,502 km² and a population of approx. 19 million inhabitants. Often compared to a “Latin island in a Slavic sea”, Romania features a unique familiar feeling in Eastern Europe: its language of a Latin origin, the Latin alphabet and, also, the Latin temperament and friendliness of its people - all making of Romania a place where visitors feel very comfortable.

Moreover, Romania's natural features are unique in Europe, combining the wilderness of the Carpathians Mountains, the Danube Delta Biosphere (third biodiversity in the world) - a paradise for birdwatchers and fishermen, Transylvania - “The Land across the Woods”, pristine beaches of the Black Sea, as well as hills and plains scattered with natural and cultural treasures.

Romania is home of many cultural sites, including UNESCO World Heritage Sites, which give evidence to a unique history, with a heritage of Latin origin mixed with other great cultures of the continent. The birth place of “Dracula”, the enchanting monasteries of Bucovina - a proud part of the UNESCO World Heritage, the 200 castles, palaces and medieval citadels scattered over the country are some of the most outstanding cultural attractions that Romania has to offer.

Known for its wide, tree-lined boulevards, glorious La Belle Époque buildings and a reputation for the high life (which in the 1900s earned its nickname of “Little Paris”), **Bucharest**, Romania's largest city and capital as well, is today a bustling metropolis.

The Romanian capital is a combination of its past eras: it breathes the bohemian perfume of little Paris, boasts edifices of modern architecture, including remnants of its former communist regime (1945-1989), and is developing the attributes of a modern city. The nation's center of cultural and economic life was founded more than 500 years ago and, despite the massive reconstruction of the 1980s, it remains a Garden City, leafy and pleasant, with cafes open on sidewalks in the summer, and with boats on its lakes and rivers. It also became very popular for its tremendous nightlife and various entertainment options.

In 2012, Bucharest ranked second among Europe's ‘coolest’ cities, according to a top published by the online magazine slate.fr, taking into account several criteria, such as the price of beer, the number of students in the city and the number of neighborhoods where tourists and residents can have fun.

MORE RESOURCES:

- <http://www.romaniatourism.com>
- <http://www.bucharestexperience.com>
- <http://www.bucharestcitytour.com>
- [http://www.romania.travel/uploads/downloads/Brosura MT engleza comp.pdf](http://www.romania.travel/uploads/downloads/Brosura_MT_engleza_comp.pdf)

Romania at a glance



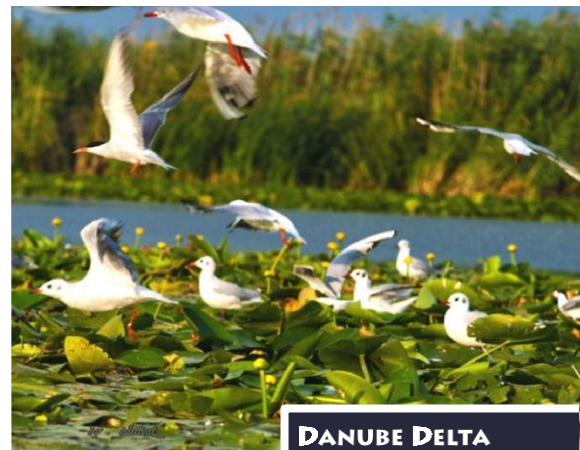
SIBIU CITY



NATURAL LANDSCAPES



TRANSFĂGĂRĂȘAN ROAD



DANUBE DELTA



CORVIN'S CASTLE



RÂȘNOV FORTRESS



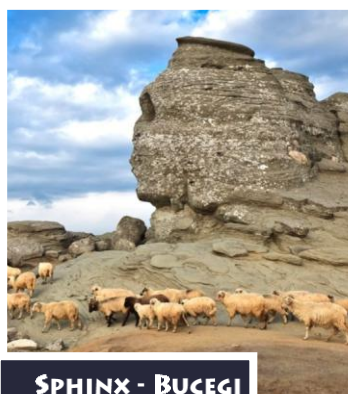
MERRY CEMETERY



MONASTERIES



CONSTANȚA CITY



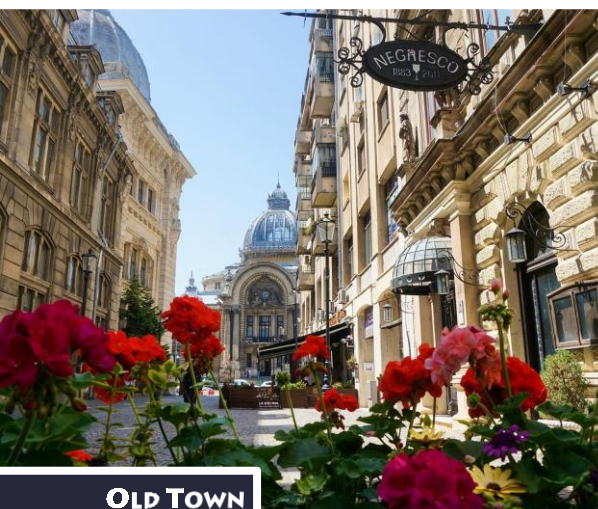
SPHINX - BUCEGI



BLACK SEA COAST



THE HOUSE OF PARLIAMENT



OLD TOWN

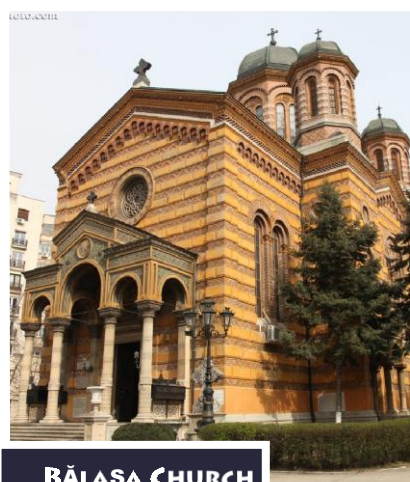


CENTRAL UNIVERSITY LIBRARY

Must-see places in **Bucharest**



BASARAB BRIDGE



BĂLAȘA CHURCH



ROMANIAN ATHENEUM



CEC PALACE



ARCH OF TRIUMPH



JUSTICE PALACE



ROMANIAN - AMERICAN UNIVERSITY

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