

**The History of Modern Languages in the  
Bucharest University of Economic Studies  
A Centennial Perspective**

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# TABLE OF CONTENTS

<b>1.</b>	<b>Instead of a Foreword.....</b>	<b>6</b>		
1.1.	Argument for publication.....	7	4.9.	The Prosper Project – Professional Change and Development, <i>Mirela Bardi</i> .....
1.2.	Foreword.....	8	4.10.	PROSPER – ASE Language Centre, <i>Laura Mureşan</i> .....
1.3.	Highlights.....	11	4.11.	The French Reading Room from The Bucharest University of Economic Studies, <i>Sonia Marcoux</i> .....
1.4.	Abstracts (English, French, German).....	12		
<b>2.</b>	<b>Congratulatory Messages.....</b>	<b>16</b>	<b>5.</b>	<b>Teachers' Profiles.....</b>
2.1.	University of Bucharest.....	17	5.1.	Roxana-Gabriela Alexandrescu, <i>Mariana Nicolae</i> .....
2.2.	The “Babeş-Bolyai” University of Cluj-Napoca.....	18	5.2.	Virginia Barghiel, <i>Nilgün Ismail</i> .....
2.3.	The “Politehnica” University of Timişoara.....	19	5.3.	Elena Bălan, <i>Monica Condruz-Băcescu</i> .....
2.4.	The “A.I.Cuza” University of Iaşi.....	20	5.4.	Luminiţa Brăileanu, <i>Delia Vasiliu</i> .....
2.5.	The “Grigore T. Popa” University of Medicine and Pharmacy – Iaşi.....	21	5.5.	Doina Burada, <i>Delia Vasiliu</i> .....
2.6.	University of St.Mark & St.John, United Kingdom.....	22	5.6.	Ioan Petre Cenuşe, <i>Delia Vasiliu</i> .....
2.7.	University of Zaragoza, Spain.....	23	5.7.	Adriana Chiriacescu, <i>Maria Dărbănuţ</i> .....
2.8.	Monash University, Melbourne, Australia.....	24	5.8.	Hulda Constantinescu, <i>Lora Constantinescu</i> .....
2.9.	California State University, San Bernardino, USA.....	25	5.9.	Ileana Constantinescu, <i>Lora Constantinescu</i> .....
2.10.	The Goethe Institute of Bucharest.....	26	5.10.	Ileana and Irina Crăciunescu, <i>Delia Vasiliu</i> .....
2.11.	The French Institute of Bucharest.....	27	5.11.	Sabina Drăgoi-Făiniş and the Heads of the Department of Romance Languages, <i>Delia Vasiliu</i> .....
2.12.	British Council Romania.....	28	5.12.	Eugenia Farca, <i>Cristina Prelipceanu</i> .....
2.13.	Romanian-US Fulbright Commission.....	29	5.13.	Maria Florea, <i>Nilgün Ismail</i> .....
2.14.	The English Speaking Union (ESU) – Romania.....	30	5.14.	Micaela Gulea, <i>Delia Vasiliu</i> .....
2.15.	QUEST Romanian Association for Quality Language Services.....	31	5.15.	Alexander Hollinger, <i>Mariana Nicolae</i> .....
2.16.	OPTIMA Bulgarian Association for Quality Language Services.....	32	5.16.	Mihai Korka, <i>Mara Magda Maţei</i> .....
2.17.	ACERT - The Czech Association of Certified Language Schools.....	33	5.17.	Maria Mihalcu, <i>Lora Constantinescu</i> .....
2.18.	ILRC - International Learning and Research Centre, United Kingdom.....	34	5.18.	Violeta Năstăsescu, <i>Mariana Nicolae</i> .....
2.19.	Consular Office of Romania in the United Kingdom.....	35	5.19.	Fulvia Turcu, <i>Mariana Nicolae</i> .....
<b>3.</b>	<b>The Role of Foreign Language Classes in the Moulding of Professional Economists, Viorela-Valentina Dima.....</b>	<b>36</b>	<b>6.</b>	<b>Publications in English and German of The Department of Modern Languages and Business Communication, Lora Constantinescu, Marina Militaru.....</b>
<b>4.</b>	<b>The Department of Modern Languages and Business Communication.....</b>	<b>54</b>	<b>7.</b>	<b>Publications in French, Italian, Spanish and Russian of The Department of Modern Languages and Business Communication, R. St. Capotă, Roxana Bârlea.....</b>
4.1.	A Short History of Applied Modern Languages in The Bucharest University of Economic Studies, <i>Mariana Nicolae</i> .....	55	<b>8.</b>	<b>National and International Conferences of The Department of Modern Languages and Business Communication, Marina Militaru.....</b>
4.2.	Romance Languages for Business Communication, <i>Rodica Stanciu-Capotă</i> .....	62	<b>9.</b>	<b>The Members of the Department of Modern Languages and Business Communication.....</b>
4.3.	A Short History of Teaching Italian, <i>Mariana Săndulescu</i> .....	67	9.1.	Teaching Staff.....
4.4.	A Few Reference Points in Teaching Romanian in The Bucharest University of Economic Studies, <i>Mihai Şerban</i> .....	68	9.2.	Retired Members of the Department of Modern Languages and Business Communication.....
4.5.	A Short History of Teaching German, <i>Lora Constantinescu</i> .....	71	<b>10.</b>	<b>A Picture History of Foreign Language Teaching in the Bucharest University of Economic Studies.....</b>
4.6.	English for Business, <i>M. Nicolae, O. Oprică, Fl. Paşol</i> .....	76		
4.7.	A Short History of Teaching Russian, <i>Florina Mohanu</i> .....	80		
4.8.	A Short History of Teaching Turkish, <i>Nilgün Ismail</i> .....	82		
				<b>Bibliography.....</b>
				<b>203</b>



**INSTEAD OF A  
FOREWORD**

## ARGUMENT FOR PUBLICATION

A leading university needs to assume a mission, to rely on strong personalities, able to concentrate positive energies, to benefit from a favourable internal and external organisational environment, to build upon a lot of work. In the Bucharest University of Economic Studies, *to make an idea turn into a firm reality that would indeed reverberate in Romanian economy and society* means for the curriculum decision-making factors and for the members of the academic community to understand the significance of multiculturalism, of the latter's essential role in accurate and fluent communication in several world languages. During the century that has passed since the establishment of Romanian economic higher education, it was considered absolutely necessary to include modern languages in curricula, as well as to deepen future economic and business specialists' understanding of other cultures. This desideratum ensures our graduates' *communication* skills against a business background that has become increasingly multilingual. These are the prerequisites of a generous mission, able to produce spillover effects. To this end, Article 4 of the Royal Decree establishing the Academy of High Commercial and Industrial Studies in 1913 stipulated that: *"Among foreign languages, the following are compulsory: French, German and Italian correspondence and conversation; in addition, students may choose one of the following languages: English, Russian, Modern Greek, Bulgarian or Serbian"*. Throughout the 100-year time span of our academic existence, the words of this document have been read with reverence, understood deeply, and coherently and consistently implemented.

Disciplines related to modern languages and business communication have been successful in reaching complementarity with the other disciplines from the curricula included in the study programs organised by the faculties of the Bucharest University of Economic Studies; they have been taught by highly competent professionals; they have supported the diversification of educational services at university level; they have made the difference between our graduates and those of other higher education institutions. Putting the mission into practice, channeling positive energies, ensuring the synergistic effect and promoting the most modern teaching methodologies have all been possible due to the fact that our academic environment has benefited from highly professional altruistic scholars, always dedicated to doing work well. Throughout this process, exceptional scholars have played an essential role, with their visionary spirit and dedication to generous perennial ideas. The main objective of the modern language disciplines has been to improve students' business communication skills, their ability to decipher the specific nuances of the cultural landscapes under consideration, to adequately manage the inter- and trans-cultural components of the international business environment. All these have contributed to the formation of students in that the latter have acquired strong knowledge in both language and culture, whose comprehensive nature has resulted in transversal competences which rely on high quality communication skills.

We cannot teach our students to live *"a present that partakes of a past turned into future"* unless we ensure their access to books such as this one, which capitalizes on a genuine curricular patrimony, emphasizes outstanding teacher profiles, invites readers to discover the past, as well as to glimpse into the future, makes a convincing plea in favour of the networking of leading universities, and offers topics for reflection. I congratulate the initiators of this exemplary editorial project, those that have turned it into reality through their editorial work, as well as those who will be animated by the scientific curiosity and patience to read it.

*Prof. Dumitru Miron, PhD*

Dean

The Faculty of International Business and Economics