

# Syllabus

## 1. Programme information

|                        |   |
|------------------------|---|
| 1.1. Institution       | THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES              |
| 1.2. Faculty           | International Business and Economics                      |
| 1.3. Departments       | Department of Modern Languages and Business Communication |
| 1.4. Field of study    | Applied modern languages                                  |
| 1.5. Cycle of studies  | Licence   |
| 1.6. Education type    | Full-time   |
| 1.7. Study programme   | Applied Modern Languages                                  |
| 1.8. Language of study | Romanian, English, French                                 |
| 1.9. Academic year     | 2023-2024   |

## 2. Information on the discipline

|                    |   |  |          |                         |             |                               |          |                             |          |
|--------------------|---|--|----------|-------------------------|-------------|-------------------------------|----------|-----------------------------|----------|
| 2.1. Name          | <b>Leadership and Corporate Communication</b> |  |          |                         |             |                               |          |                             |          |
| 2.2. Code          | <b>23.0223IF3.2-03.2</b>                      |  |          |                         |             |                               |          |                             |          |
| 2.3. Year of study | <b>3</b>                                      | 2.4. Semester                                | <b>2</b> | 2.5. Type of assessment | <b>Exam</b> | 2.6. Status of the discipline | <b>A</b> | 2.7. Number of ECTS credits | <b>4</b> |
| 2.8. Leaders       | C(C)  | <b>conf.univ.dr. NICOLAE RALUCA - MARINA</b> |          |                         |             | raluca.nicolae@rei.ase.ro     |          |                             |          |
|                    | S(S)  | <b>conf.univ.dr. NICOLAE RALUCA - MARINA</b> |          |                         |             | raluca.nicolae@rei.ase.ro     |          |                             |          |

## 3. Estimated Total Time

|   |                |
|---|----------------|
| 3.1. Number of weeks  | 14.00          |
| 3.2. Number of hours per week   | 2.00 of which  |
|   | C(C) 1.00      |
|   | S(S) 1.00      |
| 3.3. Total hours from curriculum  | 28.00 of which |
|   | C(C) 14.00     |
|   | S(S) 14.00     |
| 3.4. Total hours of study per semester (ECTS*25)  | 100.00         |
| 3.5. Total hours of individual study  | 72.00          |
| <i>Distribution of time for individual study</i>  |                |
| Study by the textbook, lecture notes, bibliography and student's own notes                | 20.00          |
| Additional documentation in the library, on specialized online platforms and in the field | 20.00          |
| Preparation of seminars, labs, assignments, portfolios and essays                         | 20.00          |
| Tutorials   | 9.00           |
| Examinations  | 2.92           |
| Other activities  |                |

## 4. Prerequisites

|                     |                                      |
|---------------------|--------------------------------------|
| 4.1. of curriculum  |                                      |
| 4.2. of competences | Good communication skills in English |

### 5. Conditions

|              |  |
|--------------|--|
| for the C(C) | Rooms with internet access and multimedia equipment.<br>Students are not allowed to use their mobile op\phones during classes<br>Students are not to be late for class   |
| for the S(S) | Seminars require rooms with internet access.<br>Seminar attendance is mandatory.<br>Assignments and other seminar task are compulsory.<br>Plagiarism is forbidden.<br>Students are not allowed to use their mobile op\phones during classes<br>Students are not to be late for class |

### 6. Acquired specific competences

|            |    |   |
|------------|----|---|
| PFESSIONAL | C6 | Communication in multilingual professional contexts requiring linguistic and cultural integration, negotiation and mediation; |
| PFESSIONAL | C7 | Assisting the planning and conduct of negotiations in international business;   |

### 7. Objectives of the discipline

|                          |  |
|--------------------------|--|
| 7.1. General objective   | From an academic perspective, storytelling is an integral part of many fields of study. It is researched in strategy, organizational studies, marketing as well as arts and design. The goal of the course is to provide a practical deep-dive into effective communications. Students will learn to apply it in their own lives and careers through a series of exercises. The course emphasizes interactive cycles of research and practice, where personal storytelling skills are developed through feedback and discussion. |
| 7.2. Specific objectives | <ul style="list-style-type: none"> <li>• To discover your own innate storytelling ability</li> <li>• To bring facts and figures to life</li> <li>• To emphasize the organizational values</li> <li>• To use storytelling techniques to create compelling examples</li> <li>• To use story structure to make presentations dynamic</li> <li>• To create buy-in using storytelling elements</li> <li>• To weave your story into a business presentation</li> <li>• To understand how to transmit a powerful story</li> </ul>       |

### 8. Contents

| 8.1. C(C) |   | Teaching/Work methods  | Recommendations for students |
|-----------|---|--|------------------------------|
| 1         | Business and Reinventing stories in business. Oral vs. written message.   | The lectures focus on student's ability to interact, use power-point support, and access multimedia resources. | the study of bibliography    |
| 2         | Ideas made to survive: the impact of business storytelling.   | - interacting with the students<br>-using the Power-point support<br>-accessing the media resources            | idem                         |
| 3         | Legendary brands and personal narratives.   | idem   | idem                         |
| 4         | The role of the stories in organizations.   | idem   | idem                         |
| 5         | Narrative patterns. Using business narratives to instill organizational values. Using narratives to get support and collaboration. Using narratives to transmit knowledge and understanding | idem   | idem                         |
| 6         | Narrative patterns. Using narrative to create and share visions. Using narratives to transform your organization.   | idem   | idem                         |
| 7         | Using narratives to become an interactive leader  | idem   | idem                         |

***Bibliography***

- Florina Pânzaru, Business storytelling: branduri și povești, Tritonic, Bucuresti, 2015
- Paul Smith, ead with a Story. A Guide to Crafting Business Narratives that Captivate, Convince, and Inspire, Amacom, NY, 2012
- Gabreia Dollan, Hooked: How Leaders Connect, Engage and Inspire with Storytelling, Wiley, Melbourne, 2013
- Karen Dietz, Business Storytelling for Dummies, John Wiley and Sons, New Jersey, 2013
- Stephen Deening, The Leader's Guide to Storytelling, John Wiley and Sons, San Francisco, 2011
- Janis Forman, Storytelling in Business. The Authentic and Fluent Organization, Stanford University Press, Stanford, 2013

| 8.2. S(S) |  | Teaching/Work methods   | Recommendations for students |
|-----------|--|---|------------------------------|
| 1         | The elements of a succesful story.         | - interacting with the students<br>-using the Power-point support<br>-accessing the media resources |                              |
| 2         | Types of stories in business.              | idem  |                              |
| 3         | Identifying the best stories for business. | idem  |                              |
| 4         | How to build a powerful story.             | idem  |                              |
| 5         | Storytelling with data.                    | idem  |                              |
| 6         | Business storytelling. Case studies.       | idem  |                              |
| 7         | Business storytelling. Case studies.       | idem  |                              |

***Bibliography***

- John Truby, The Anatomy of Story: 22 Steps to Becoming a Master Storyteller, Faber & Faber, NY, 2007
- Gideon For-mukwai, The Science of Story Selling, Softcover, London, 2015
- Ekaterina Walter, The power of visual storytelling, McGraw Hill, NY, 2014
- Cole Nussbaumer Knaflic, Storytelling with Data, John Wiley and Sons, New Jersey, 2015
- Gabriela Dollan, Stories for Work, John Wiley and Sons, Melbourne, 2017
- Akash Karia, Ted Talks Storytelling Techniques, John Wiley and Sons, New Jersey, 2015

**9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme**

The content of the curriculum/ syllabus is based on the requirements of the labor market regarding the training of specialists in the field of Applied Modern Languages.  
 Permanent contact with representatives of professional associations in the field.

**10. Assessment**

| Type of activity                      | Assessment criteria    | Assessment methods | Percentage in the final grade |
|---------------------------------------|------------------------|--------------------|-------------------------------|
| 10.1. C(C)                            |                        |                    | 10.00                         |
| 10.2. S(S)                            |                        |                    | 40.00                         |
| 10.3. Final assessment                | continuous evaluations |                    | 50.00                         |
| 10.4. Modality of grading             | Whole notes 1-10       |                    |                               |
| 10.5. Minimum standard of performance |                        |                    |                               |

Date of listing,  
06/13/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,