

# 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	2024-2025

## 2. Information on the discipline

2.1. Name	<b>Advanced Communication in Professional Contexts: Presentations and Negotiations</b>								
2.2. Code	<b>24.0223IF3.2-03.1</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
	S(S) 1.00
	C(C) 1.00
3.3. Total hours from curriculum	28.00 of which
	S(S) 14.00
	C(C) 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	6.00
Examinations	2.00
Other activities	4.00

## 4. Prerequisites

4.1. of curriculum	Academic communication and study skills and knowledge
4.2. of competences	Knowledge of English at B1-B2 level cf. Common European Framework of Reference for Languages (CEFR)

### 5. Conditions

for the S(S)	Seminars require rooms with internet access. Seminar attendance is mandatory. Assignments and other seminar task are compulsory. Plagiarism is forbidden. Students are not allowed to use their mobile op\phones during classes Students are not to be late for class
for the C(C)	Lectures are delivered in rooms with internet access and multimedia equipment or online (online.ase.ro). Students are not allowed to use their mobile phones during classes 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	<ul style="list-style-type: none"> <li>• to introduce to the students the advanced communication requirements within a professional context</li> <li>• to use practical and effective knowledge in specific professional contexts</li> </ul>
7.2. Specific objectives	<ul style="list-style-type: none"> <li>• to introduce the concepts and tools designed by EU for the evaluation and self-assessment of communication skills</li> <li>• to introduce the requirements for professional communication</li> <li>• to improve oral communication skills, with emphasis on attending meetings, presentations and negotiations within a professional context</li> <li>• to strengthen the cooperation by working in interdisciplinary teams</li> </ul>

### 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	To inform the students about the objective of the discipline, the assessment method and the course requirements. Generic and practical aspects of effective participation in professional / academic meetings.	The lectures focus on student's ability to interact, use power-point support, and access multimedia resources.	-active participation in the class activities -the course attendance
2	Negotiation strategies and specific linguistic aspects.	- interacting with the students -using the Power-point support -accessing the media resources	idem
3	Communication strategies in international negotiations.	idem	idem
4	The stages of a negotiation. The implementation of the agreement.	idem	idem
5	The structure of a successful presentation.	idem	idem
6	Rhetorical elements of a successful presentation	idem	idem
7	Assessment and self-assessment		

### ***Bibliography***

- Dubicka, M. O'Keefe, Market Leader Advanced, Longman, London, 2016
- Lafond, C., Vine, Sheila & Welch, B., , English for Negotiating, Oxford University Press, Oxford, 2010
- Marion Gussendorf, English for Presentations, Oxford University Press, Oxford, 2008
- Susan Lowe, Louise Pile, Negotiating, Delta Publishing, Guilford, 2007
- David M. Saunders (et al.), , Negotiation. Reading. Exercises and Cases, McGraw-Hill , New York, 2010
- Peeling, N, Brilliant Negotiations: What the Best Negotiators Know, Do and Say, Pearson, Edinburgh, 2007
- Lewis Lansford (et al.), TedTalks Keynote (advanced). Student's Book, , National Geographic, 2015
- Paul du Toit, Secretul prezentărilor de succes, Curtea Veche, Bucuresti, 2010
- Roy Lewicki, , Arta negocierii în afaceri, Publica, Bucuresti, 2008
- Gabriela Dollan, Hooked: How Leaders Connect, Engage and Inspire with Storytelling, Willey, Melbourne, 2013
- Cole Nussbaumer Knaflic, Storytelling with Data, Willey, Melbourne, 2015

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Group discussions based on case studies, simulating real-life communication situations in a professional context.	- presentation - interaction with the students -determining students to be part of the self-evaluation process - case studies - document analysis	- active participation in class activities - course attendance.
2	Professional negotiation drills, part 1	idem	idem
3	Professional negotiation drills, part 2	idem	idem
4	Professional negotiation drills, part 3	idem	idem
5	Delivering a presentation, part 1	idem	idem
6	Delivering a presentation, part 2	idem	idem
7	Assessment and self-assessment		Review of the topics covered during the semester

### ***Bibliography***

- Akash Karia, Ted Talks Storytelling Techniques, 2015
- Doan Roam, Arată și spune o poveste, Publica, Bucuresti, 2014
- Cotton, D., Robbins, Business Class, Longman, 2007
- Lafond, C., Vine, Sheila & Welch, B, English for Negotiating, Oxford University Press, Oxford, 2010
- Marion Gussendorf, English for Presentations, Oxford University Press, Oxford, 2008
- Susan Lowe, Louise Pile, Negotiating, Delta Publishing, 2007
- David M. Saunders (et al.), , Negociation. Reading. Exercises and Cases, McGraw-Hill , 2010
- Peeling, N, Brilliant Negotiations: What the Best Negotiators Know, Do and Say, Pearson, Edinburgh, 2007
- Lewis Lansford , TedTalks Keynote (advanced). Student's Book, National Geographic, 2015
- <https://www.ted.com/talks>

## **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)	Interaction and participation: questions, comments, examples, case studies.	-the frequency and solidity of the course interaction, as well as the study of the bibliography.	10.00
10.2. S(S)	Involvement in preparing and discussing current issues  Individual research and written assignment	-the study of bibliography -the frequency and solidity of the interaction during seminar  - the coherent and correct use of the techniques and ways of carrying out individual research and written assignment.	20.00

10.3. S(S)	Delivering the project	the coherent and correct use of techniques and ways of presenting a team project	20.00
10.4. Final assessment	Written test online.	Written examination: the ability to understand, critically think and analyse reference materials.	50.00
10.5. Modality of grading	Whole notes 1-10		
10.6. Minimum standard of performance	The accurate, coherent use of the techniques of carrying out individual research; the ability to write on a given topic, individually or in a team. Active participation in at least 50% of the courses and seminars. Solving at least 50% of the exam assignments.		

Date of listing,  
06/13/2026

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,