



ACADEMIA DE STUDII ECONOMICE BUCUREȘTI
DEPARTAMENT MANAGEMENT

Piața Romană nr.7, sector 1, București
Sala B 201, tel. 021.319.19.00, int.165



Contest themes
Position 24 Professor

Disciplines:

- **Business communication and negotiation**
- **Economic projects (english)**

Topics:

1. Knowing the interlocutor: communication techniques, barriers in communication, the mechanics of expression
2. Neuro-Linguistic Programming
3. Transactional Analysis
4. Rules to Follow in Negotiation
5. Business Communication in the Digital Age
6. Professionalism at Work: Business Etiquette; Teamwork
7. Communication Challenges in a Global Marketplace
8. Delivering Business Messages
9. Business Presentations

References:

1. BOVEE, C., THILL, J., *Business Communication Today*, Ed. Pearson, U.S.A., 2020
2. GUFFEY, M. E., LOEWY, D., *Essentials of Business Communication*, 12th Edition, Boston, MA, U.S.A., Cengage Learning, 2022
3. GUFFEY, M.E., LOEWY, D., *Business Communication. Process & Product*, 10th Edition, Boston, MA, U.S.A., Cengage Learning, 2021
4. POPESCU, D., STATE, C., *De la știința influențării la arta manipulării*, Ed. ASE, București, 2017
5. STATE, C., POPESCU, D., *Business Communication and Negotiation. Skills and Attitudes*. București: Ed. ASE., 2021. ISBN: 978-6063403729. <https://www.editura.ase.ro/en/Business-Communication-and-Negotiation-Skills-and-Attitudes/>
6. THILL, J., BOVEE, C., *Excellence in Business Communication*, 14th edition, Ed. Pearson, U.S.A., 2023