



UNIVERSITATEA „ALEXANDRU IOAN CUZA” din IAȘI

FACULTATEA de ECONOMIE ȘI ADMINISTRAREA AFACERILOR

TUTORIAL COURSE FORM

2025-2026 ACADEMIC YEAR

Name of the tutorial course (incoming Erasmus/exchange students)	Public Speaking in Business Contexts – Persuasion Strategies
Name of the professor	ELENA COJOCARU
Email of the professor	crismonais@yahoo.com
Office of the professor Consultation days/hours	B318, Monday: 9-10
Semester(s) in which the tutorial course is available	1 st and 2 nd
No. of ECTS credits	5
Level of study (bachelor/master/PhD)	Bachelor/Master
Short description/Contents	Introduction to business rhetoric and to business presentations techniques, structure and vocabulary; input on the main strategies engaged in public speaking; key communication strategies in business contexts
Assessment/Evaluation	1. Acquisition of new information based on reading and comprehension of specific texts 2. Case studies 3. Presentation of a national/organizational culture, business idea, etc.
Bibliography	To be delivered
Observations	