

UNIVERSITATEA OVIDIUS CONSTANTA
DEPARTAMENTUL DE LIMBI MODERNE PENTRU FACULTATI NEFILOGICE

METODOLOGIA SI TEMATICA CONCURSULUI DE OCUPARE A POSTULUI DE LECTOR (POZITIA 11)
Publicat in Monitorul Oficial al Romaniei nr. 226 din 15 iulie 2011

DISCIPLINE: LIMBA ENGLEZA - CURS PRACTIC; COMUNICARE IN AFACERI IN LIMBA ENGLEZA

TEMATICA

- Levels of communication
- Business presentations
- Meetings
- Negotiation skills
- Advertising and promotion

BIBLIOGRAFIE

- Aaker, David. 1993. *Brand Equity and Advertising*. Hillsdale: Lawrence Erlbaum Associates, Publishers.
- Doyle, Michael and David Straus. *How to Make Meetings Work!* New York: Berkley Books, 1976.
- Fisher, R., Ury, W., Patton, B. *Getting to Yes: Negotiating Agreement Without Giving In*. Penguin, 1991
- Jhally, Sut. *The Codes of Advertising: Fetishism and the Political Economy of Meaning in the Consumer Society*. New York: St. Martin's Press, 1987.
- Kellett, Peter, and Diana Dalton. *Managing Conflict in a Negotiated World: A Narrative Approach to Achieving Dialogue and Change*. Newbury Park, CA: Sage, 2001.
- Krannich, Caryl Rae. *101 Secrets of Highly Effective Speakers: Controlling Fear, Commanding Attention*. Impact Publications, 1998.
- Ligos, Melinda Jensen. *Management Guide to Running Meetings*. Philadelphia: Ravette Publishing, 1996.
- Lucas, Stephen E. *The Art of Public Speaking*. McGraw-Hill Higher Education, 2000.
- Maruntelu, Liliana. *A Course in Business Communication*. Constanta: Ex Ponto, 2007.
- Moore, C. W. *The Mediation Process*. San Francisco: Jossey-Bass, 1996
- Nierenberg, Gerard. *The Art of Negotiating*. Commack, NY : Barnes & Noble Books, 1995.
- Potter, B. *From Conflict to Cooperation: How to Mediate a Dispute*. Ronin Publishing, 1996
- Watkins, Michael. *Breakthrough Business Negotiation*. San Francisco: Jossey-Bass, 2002.
- Williamson, Judith. *Decoding Advertisements: Ideology and Meaning in Advertising*. London: Boyars, 1978.

Concursul pentru ocuparea postului de lector universitar, pozitia 11, va avea o singura proba de concurs care consta intr-o prelegere de 45 de minute.

Criterii de evaluare cerute pentru postul scos la concurs si punctaj

1. Participarea la minim 2 proiecte de cercetare/granturi.
2. Lucrari publicate in reviste de specialitate si/sau in volume ale unor manifestari stiintifice.
3. Manuale, caiete de studiu/suport de curs publicate care se inscriu tematicii uneia din cele doua discipline din postul scos la concurs.

Prelegerea va avea un punctaj de 60 de puncte. Criteriul 1 va avea un punctaj de 15 puncte. Criteriul 2 va avea un punctaj de 10 puncte. Criteriul 3 va avea un punctaj de 15.