



## FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Nombre completo	Redacción legal avanzada: Documentación de transacciones comerciales /Advanced Legal Writing: Drafting Business Transactions
Código	E900001236
Cuatrimestre	Semestral
Créditos	2,0 ECTS
Carácter	Obligatoria
Responsable	Alfredo Bullard
Descriptor	abullard@bullardfallaezcurra.com

## Datos del profesorado

## DATOS ESPECÍFICOS DE LA ASIGNATURA

### Contextualización de la asignatura

### Competencias - Objetivos

## BLOQUES TEMÁTICOS Y CONTENIDOS

### Contenidos – Bloques Temáticos

#### Content

#### Area 1. Effective writing in international litigation

##### Part 1. Effective communication theories and the art of persuasion

- Know your audience: the biological factors and emotions involved in decision making.
- Neuroscience applied to persuasion.
- Biases
- Tips to communicate efficiently.

##### Part 2. Persuasion in legal writing focused on litigation

- Legal writing principles based on neuroscience on how the human brain absorbs and processes information: 5 main guidelines and 5 tips to de-clutter language.
- Building a case theory through storytelling.
- The slogan
- The case's narrative.



Part 3. Drafting submissions in international arbitration

- The structure of a submission.
- Portraying a claim through facts and law.
- Practical insights on submissions' drafting.

AREA 2. Oral presentations

- Conveying oral arguments in the context of litigation.
- Dos and don'ts of oral presentations.

## METODOLOGÍA DOCENTE

### Aspectos metodológicos generales de la asignatura

TEACHING METHODOLOGY

General methodology of the subject

Contact hours methodology: Activities

The course is divided in two sections: one relating to drafting and the other to delivering oral arguments. These portions encompass different issues/topics which are addressed via lectures and practical classes. Each class has assigned readings that the students must complete.

The course also includes several deliverables. For the written portion of the course, the students will prepare: (i) a slogan for their case theory; (ii) a document containing their "What is this case about?" assessment of the 2017 case; (iii) and a submission sustaining any (but only one) of the prayers for relief in the Moot court case in the class materials.

For the oral portion of the course, the students will prepare a short oral presentation based on their written submission and participate in a cross-examination workshop.

Outside class methodology: Activities

Students are expected to complete all out of class activities and come to class prepared to participate.

## RESUMEN HORAS DE TRABAJO DEL ALUMNO

SUMMARY OF STUDENT WORK HOURS

NUMBER OF CONTACT HOURS

Lecture	Practical	In class	Moot Presentation	Individual	Work in	Evaluation :
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	class	presentation		work	collaboration	
10	5	2.5	2.5			0
<b>NUMBER OF INDEPENDENT WORK HOURS</b>						
Lecture	Practical class	In class presentation	Moot Presentation	Individual work	Work in collaboration	Evaluation :
12	7	3	3	2	3	0
<b>ECTS CREDITS: 2 (50,00hours)</b>						

## EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

### GRADE EVALUATION AND CRITERIA

Evaluation Activities	Indicators	Evaluation weighting
Individual work	Reading materials in advance	0%
Continuous evaluation	Participation in class	30%
Written assignments (Slogan, What is this case about? And submission)	Drafting	50%
Oral presentation	Arbitration Moot	10%

## BIBLIOGRAFÍA Y RECURSOS

### Bibliografía Básica

#### BIBLIOGRAPHY AND RESOURCES



## Basic Bibliography and Resources

### TEXTBOOKS

- Writing to Win by Steven D. Stark. 2012.
- Making Your Case: The Art of Persuading Judges by Antonin Scalia. 2008.
- Ross Guberman, Point Made: How to Write Like the Nation's Top Advocates, Oxford University Press, 2011.
- Philip N. Meyer, Storytelling for Lawyers, Oxford University Press, 2014.
- Análisis psicológico del Derecho, coordinated by Alfredo Bullard and José María de la Jara, Themis, 2024.
- Franck, S. Arbitration Costs: Myths and Realities in Investment Treaty Arbitration. Oxford University Press. 2019.
- Krieger, S., Neumann, R. and McDonald, R. Essential Lawyering Skills: Interviewing, Counseling, Negotiation, and Persuasive Analysis. Aspen.
- Bishop, R. and Kehoe, E. (Eds.). Art of Advocacy in International Arbitration. Second Edition. Juris Publishing. 2010.
- Meyer, P. Storytelling for Lawyers. Oxford University Press. 2014.
- Guberman, R. Point Made: How to Write Like the Nation's Top Advocates. Second Edition. Oxford University Press. 2014.
- Cassany, D. La cocina de la escritura. Anagrama. 1993.

### ARTICLES

- Sussman, E. "Biases and Heuristics in Arbitrator Decision-Making: Reflections on How to Counteract or Play to Them". In: The Roles of Psychology in International Arbitration. Kluwer Law International. 2017.
- Puchkov, S. "PsychoLAWgy: What Dispute Resolution Practitioners Overlook?". Journal of International Arbitration 35(4). 2017.
- Rodell, F. (1962). "Goodbye to Law Reviews. Revisited". Virginia Law Review 48(2).

### THESIS

- Malca, M. "Comunicación Persuasiva para el Litigio Arbitral: La técnica del actor al servicio del abogado". Tesis para optar el título de Magíster en Investigación Jurídica. Chapter II: Persuadir en la audiencia: la técnica del actor al servicio del abogado. Pontificia Universidad Católica del Perú. 2018.

### CASES

- Case for the 2017 International Arbitration Moot Court Competition organized by the Universidad del Rosario in Colombia and the Universidad de Buenos Aires in Argentina.