

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	International business and economics
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Communication in English
1.8. Language of study	English
1.9. Academic year	2017-2018

2. Information on the discipline

2.1. Name	Negotiation Techniques and Conflict Management								
2.2. Code	17.0091IF1.2-0005								
2.3. Year of study	1	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	4
2.8. Leaders	C(C)	Asociat dr. CONSTANTINESCU Ștefănel Ruxandra				ruxandra.constantinescu@rei.ase.ro			
	S(S)	Asociat dr. CONSTANTINESCU Ștefănel Ruxandra				ruxandra.constantinescu@rei.ase.ro			

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	3.00 of which
	C(C) 1.00
	S(S) 2.00
3.3. Total hours from curriculum	42.00 of which
	C(C) 14.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	100.00
3.5. Total hours of individual study	58.00
<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	16.00
Preparation of seminars, labs, assignments, portfolios and essays	20.00
Tutorials	
Examinations	2.00
Other activities	

4. Prerequisites

4.1. of curriculum	
4.2. of competences	Level B2 in English

5. Conditions

for the C(C)	<ul style="list-style-type: none"> • Room provided with board, cassette player, CD player, PC, overhead projector • Course materials: university course and material distributed on line
for the S(S)	<ul style="list-style-type: none"> • Room provided with board, cassette player, CD player, PC, overhead projector • Course materials: university course and material distributed on line

6. Acquired specific competences

PREFESSIONAL	C6	
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7. Objectives of the discipline

7.1. General objective	<ul style="list-style-type: none"> • getting to know the international business environment • understanding communication processes in international and intercultural complex professional systems • acquiring specific strategies and operational skills in the multicultural business environment • developing analyzing skills and competences to elaborate corporate communication strategies
7.2. Specific objectives	<ul style="list-style-type: none"> • The students will get acquainted with intercultural commercial negotiation: they will get to know the phases of negotiation, the main strategies, techniques, tactics, arguments and counter-arguments, as well as the verbal and non-verbal language used in this situation of communication. They will discover negotiation styles specific to various cultures, the characteristics of the French and other negotiators. They will acquire the basis of business etiquette.

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Topic 1 The Characteristics of Negotiation	-interactive teaching -authentic examples and examples from the specialized literature	-the students will participate in the interactive teaching (opinions, debates, examples, etc.)
2	Topic 2 The Phases of Negotiation (1) Preparation and Developing a Strategy	-interactive teaching -authentic examples and examples from the specialized literature	-the students will participate in the interactive teaching (opinions, debates, examples, etc.)
3	Topic 3 The Phases of Negotiation (2) Getting Started, Building Understanding, Bargaining and Closing: Techniques and Tactics	-interactive teaching -authentic examples and examples from the specialized literature	-the students will participate in the interactive teaching (opinions, debates, examples, etc.)
4	Topic 4 Conflict Management (1) Solving Conflicts by Negotiation, Mediation, Arbitration and Lawsuits	-interactive teaching -authentic examples and examples from the specialized literature	-the students will participate in the interactive teaching (opinions, debates, examples, etc.)
5	Topic 5 Intercultural Negotiation (1) Hall, Hofstede, Trompenaars, Peterson and Mole	-interactive teaching -authentic examples and examples from the specialized literature	-the students will participate in the interactive teaching (opinions, debates, examples, etc.)
6	Topic 6 Intercultural Negotiation (2) National Culture and Negotiation	-interactive teaching -authentic examples and examples from the specialized literature	-the students will participate in the interactive teaching (opinions, debates, examples, etc.)
7	Topic 7 Business Etichette	-interactive teaching -authentic examples and examples from the specialized literature	-the students will participate in the interactive teaching (opinions, debates, examples, etc.)

Bibliography

- Reardon, K.K., The Skilled Negotiator, Jossey-Bass, A Wiley Imprint, 2004
- Trompenaas, F., Riding the Waves of Culture, Nicholas Brealy Publishing, 1993
- Baguley, P., Negotiation, Holder Arnold, 2000
- Brennan, L. et al., The Complete Book of Business Etiquette, Judy Piatkus Publisher, 1991
- Chaney, L.H. et. al, Intercultural Business Communication, Prentice hall, 2000
- Foster, D.A., Bargaining Across Borders, McGraw Hill Inc, 1992
- Morse, S. , Practical Negotiating in 90 Minutes, Management Books 2000 Ltd, 2000
- Oliver, D. , How to Negotiate Effectively, Kogan Page, 2002
- Peterson, B. , Cultural Intelligence, Intercultural Press, 2004
- Pillutla, M. , Negotiation: how to make deals and reach agreement in business, Format Publishing, 2004
- Ilich, J., Winning through Negotiation, Macmillan Inc, 2001
- Katz, L. , Negotiating International Business, Booksurge, LLC, 2006
- Kennedy, G. , The perfect Negotiation, Random House, 1992
- Khan-Panni, P., et al., Communicating Across Cultures, How to Books, 2003
- Lewicki, R.J. et al., Essentials of Negotiation, McGraw Hill, 2003
- Mole, J. , Mind Your Manners, Managing Business Culture in the New Global Europe, Nicholas Brealy Publishing, 2005
- Negocierile si medierea conflictelor, Fundatia pentru Dezvoltarea Societatii Civile, 2001
- Gibson, R., Intercultural Business Communication, Oxford University Press, 2002
- Hall, E.T., The Silent Language, Anchor Books, 1973
- Hendon, D.W. et al., How to negotiate worldwide, 1989
- Hiltrop, J.M. et al., The essence of negociation, Prentice Hall, 1995
- Hofstede, G et al., Cultures and Organizations, Software of the Mind, McGraw-Hill, 2005

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Topic 1- Argumentative game The Atomic Shelter	-developing the ability to argue one's point of view considering the characteristics of integrative negotiation	-the students will participate in the argumentative game and will agree on a common solution considering the characteristics of integrative negotiation
2	Topic 2 – Argumentative game The Rocket	-developing the ability to argue one's position so as to reach the best possible outcome	-the students will participate in the argumentative game, arguing their point of view so as to reach the best possible outcome
3	Topic 3 – Argumentative game The shark island Bibliography -Constantinescu-Stefanel, R. - Negotiation and Conflict Management, p.179	-developing the ability to participate in a three side negotiation	-the students will participate in the argumentative game : they will prepare their arguments so as to obtain the maximum gain (fixed sum problem) and will pursue their goal by making temporary alliances
4	Topic 4 – Argumentative game The unsalable product Bibliography -Constantinescu-Stefanel, R. - Negotiation and Conflict Management, p.182-183	-developing the ability to work in a team and to argue in favour of a product whose utility one questions	-the students will participate in the argumentative game in team so as to sell a useless product
5	Topic 5 – Simulation of business negotiation Romtruck	-developing the ability to negotiate so as to penetrate a new market	-the students will prepare the simulation in teams (sellers and buyers), then will appoint two representatives from each team who will make the simulation; the other students will observe the simulation; the activity will end with a discussion on the good points and the bad points of the negotiation
6	Topic 6 Simulation of business negotiation Videlmar	-developing the ability to negotiate the sale of two linked products	-the students will prepare the simulation in teams (sellers and buyers), then will appoint two representatives from each team who will make the simulation; the other students will observe the simulation; the activity will end with a discussion on the good points and the bad points of the negotiation
7	Topic 7 – Simulation of business negotiation An Invoice Problem Bibliography -Constantinescu-Stefanel, R. – Negotiation and Conflict Management, p.223, 232, 241	-developing the ability to solve a conflict by negotiation (complaint)	-the students will prepare the simulation in teams (sellers and buyers), then will appoint two representatives from each team who will make the simulation; the other students will observe the simulation; the activity will end with a discussion on the good points and the bad points of the negotiation

8	Topic 8 – Simulation of conflict mediation A Kidnapping Bibliography -Constantinescu-Stefanel, R. - Techniques de communication dans la négociation, p.188-189	-developing the ability to solve a conflict by mediation	-the students will prepare the simulation in four groups (the mediator and the three parties in conflict), then will appoint a mediator and two representatives from the other groups who will make the simulation; the other students will observe the simulation; the activity will end with the discussion of the good points and the bad points of the mediation
9	Topic 9 Analyzing and explaining an intercultural confrontational situation	-developing the ability to communicate in an intercultural confrontational situation	-the students will analyze and debate confrontational intercultural situations, trying to explain the behaviour of the parties involved and to solve the misunderstandings
10	Tema 10 – Simulation of intercultural conflict mediation Dismissing Unproductive Workers	-developing the ability to mediate an intercultural conflict in a multicultural company	-the students will prepare the simulation in three groups (the mediator and the two parties in conflict), then will appoint a mediator and two representatives from the other groups who will make the simulation; the other students will observe the simulation; the activity will end with the discussion of the good points and the bad points of the mediation
11	Topic 11 – Presentations International Negotiators Free documentation on line and from specialized literature	-developing the ability to conduct research on the cultural dimensions of your opponent in negotiation	-the students will collect information on line and will present the characteristics of negotiators from various countries
12	Topic 12 – Simulation of business negotiation An Agency Agreement	-developing the ability to negotiate the extension of an agency agreement which has lead to a confrontational situation between the partners	-the students will prepare the simulation in teams (agents and principals), then will appoint two representatives from each team who will make the simulation; the other students will observe the simulation; the activity will end with a discussion on the good points and the bad points of the negotiation
13	Tema 13 – Analyzing and explaining intercultural situations containing errors of business etiquette	-developing the ability to comply with international business etiquette	-the students will examine and debate confrontational intercultural situations, attempting to explain the behaviour of the parties involved and to solve misunderstandings due to the failure to comply with business etiquette

14	Opic 14 – Simulation of conflict mediation A Bug in the office	-developing the ability to solve by mediation a professional conflict between generations	-the students will prepare the simulation in four groups (the mediator and the three parties in conflict), then will appoint a mediator and two representatives from the other groups who will make the simulation; the other students will observe the simulation; the activity will end with the discussion of the good points and the bad points of the mediation
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Bibliography

- Constantinescu-Stefanel, R. , Negotiation and Conflict Management, 2nd edition, ASE, Bucuresti, 2012, România

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 contents of the curriculum are based on the labour market requirements concerning the training for professional communication

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Participating in the simulation of a business negotiation	Evaluation during the term	50.00
10.2. Final assessment	Written examination	Final evaluation	50.00
10.3. Modality of grading	Whole notes 1-10		
10.4. Minimum standard of performance	The student shall attend 80% of the courses and seminars, shall answer once each seminar, shall participate in the simulation of a business negotiation, shall make a presentation, shall get half of the points in the written examination		

Date of listing,
05/26/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,