

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration in foreign languages (UNESCO chair)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Administration
1.8. Language of study	English
1.9. Academic year	2019-2020

## 2. Information on the discipline

2.1. Name	<b>Negotiation techniques for business</b>								
2.2. Code	<b>19.0254IF2.2-0001</b>								
2.3. Year of study	<b>2</b>	2.4. Semester	<b>2</b>	2.5. Type of assessment	<b>Test</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>5</b>
2.8. Leaders	C(C)	<b>prof.univ.dr. DIMA Mihaela-Alina</b>					alina.dima@ase.ro		
	S(S)	<b>cadrul did. asoc. MADAN CATALIN ADRIAN</b>					catalin.madan@fabiz.ase.ro		
	C(C)	<b>cadrul did. asoc. MAZE DOMINIQUE</b>							
	S(S)	<b>cadrul did. asoc. MAZE DOMINIQUE</b>							

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	S(S) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	125.00
3.5. Total hours of individual study	69.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	
Additional documentation in the library, on specialized online platforms and in the field	
Preparation of seminars, labs, assignments, portfolios and essays	
Tutorials	
Examinations	
Other activities	

#### 4. Prerequisites

4.1. of curriculum	
4.2. of competences	The identification of the economic implications associated with the functioning and administering of a subdivision of a business/ organization

#### 5. Conditions

for the C(C)	Classroom with computer and videoprojector
for the S(S)	Classroom with computer and videoprojector

#### 6. Acquired specific competences

PFESSIONAL	C2	Development, implementation and evaluation of business strategies efficiency
PFESSIONAL	C5	Development, adopting and implementing strategic and tactical decisions in organizations from different fields of activity
PFESSIONAL	C6	Use in an integrated manner of databases and knowledge in applying methods, techniques and procedures of business administration

#### 7. Objectives of the discipline

7.1. General objective	Understanding the negotiation and negotiation process, master the appropriate toolbox for negotiation analysis and relevant decision-making, applying these concepts and tools to a variety of practical business cases.
7.2. Specific objectives	<ol style="list-style-type: none"><li>1. Understanding the importance of negotiation</li><li>2. Adequately approaching negotiation as a social communication process</li><li>3. Considering cultural, individual and psychological factors</li><li>4. Understanding the role of information and communication in decision-making</li><li>5. Developing a convincing / persuasive argumentation</li><li>6. Transforming when possible distributive negotiations into integrative ones</li></ol>

#### 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Chapter 1 - Defining negotiation	prelegere, discutii	
2	Chapter 2 - Personality	prelegere, discutii	
3	Chapter 3—Conflict	prelegere, discutii	
4	Chapter 4—Negotiation Style	prelegere, discutii	
5	Chapter 5—Key Negotiating Temperaments	prelegere, discutii	
6	Chapter 6—Communicating in Negotiation	prelegere, discutii	
7	Chapter 7 - Guest speaker	prelegere, discutii	
8	Chapter 8—Interests and Goals in Negotiation	prelegere, discutii	
9	Chapter 9—Understanding the Importance of Perception in Negotiation	prelegere, discutii	
10	Chapter 10—Effects of Power in Negotiation	prelegere, discutii	
11	Chapter 11—Asserting Yourself	prelegere, discutii	
12	Chapter 12—Principles of Persuasion	prelegere, discutii	
13	Chapter 13—Rules of Negotiation and Common Mistakes	prelegere, discutii	
14	Revision	Exposition, discussions	The exposition is based on a PPT presentation

***Bibliography***

- Barbara A. Budjac Corvette , Conflict Management: A Practical Guide to Developing Negotiation Strategies, Prentice Hall, 2007, Statele Unite ale Americii
- Michael R Carrell and Christina Heavrin, Negotiating Essentials: Theory, Skills, and Practices, Prentice Hall, 2007, Statele Unite ale Americii
- Leigh Thompson , Mind and Heart of the Negotiator, Prentice Hall, 2005, Statele Unite ale Americii
- Laurie S. Coltri , Conflict Diagnosis and Alternative Dispute Resolution, Prentice Hall, 2004, Statele Unite ale Americii

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Chapter 1 - Defining negotiation	Case study, individual project	
2	Chapter 2—Personality	Case study, individual project	
3	Chapter 3—Conflict	Case study, individual project	
4	Chapter 4—Negotiation Style	Case study, individual project	
5	Chapter 5—Key Negotiating Temperaments	Case study, individual project	
6	Chapter 6—Communicating in Negotiation	Case study, individual project	
7	Chapter 7 - Dealing-making with the Chinese. Negotiating in the Middle-East. Negotiating in Africa	Case study, individual project	
8	Chapter 8—Interests and Goals in Negotiation	Case study, individual project	
9	Chapter 9—Understanding the Importance of Perception in Negotiation	Case study, individual project	
10	Chapter 10—Effects of Power in Negotiation	Case study, individual project	
11	Chapter 11—Asserting Yourself	Case study, individual project	
12	Chapter 12—Principles of Persuasion	Case study, individual project	
13	Chapter 13—Rules of Negotiation and Common Mistakes	Case study, individual project	
14	Chapter 14 - Revision	Case study, individual project	

### ***Bibliography***

- Barbara A. Budjac Corvette , Conflict Management: A Practical Guide to Developing Negotiation Strategies, Prentice Hall, 2007, Statele Unite ale Americii
- Michael R Carrell and Christina Heavrin, Negotiating Essentials: Theory, Skills, and Practices, Prentice Hall, 2007, Statele Unite ale Americii
- Leigh Thompson , Mind and Heart of the Negotiator, Prentice Hall, 2005, Statele Unite ale Americii
- Laurie S. Coltri , Conflict Diagnosis and Alternative Dispute Resolution, Prentice Hall, 2004, Statele Unite ale Americii

## **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**

Discussions with representants from the business environment and from employers about the expectations they hold of future alumni.

## **10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)		Summative examination	40.00
10.2. S(S)			10.00
10.3. Final assessment			50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	The student needs to gather a minimum score of 50% from the total score for the course.		

Date of listing,  
10/02/2022

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,