

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	Entrepreneurship and Business Administration
1.8. Language of study	German
1.9. Academic year	2020-2021

2. Information on the discipline

2.1. Name	Business negotiation strategies and conflict management								
2.2. Code	20.0246IF2.2-0001								
2.3. Year of study	2	2.4. Semester	2	2.5. Type of assessment	Test	2.6. Status of the discipline	O	2.7. Number of ECTS credits	5
2.8. Leaders	C(C)	prof.univ.dr. PELĂU Corina Monica					corina.pelau@fabiz.ase.ro		
	S(S)	prof.univ.dr. PELĂU Corina Monica					corina.pelau@fabiz.ase.ro		

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	15.00
Additional documentation in the library, on specialized online platforms and in the field	15.00
Preparation of seminars, labs, assignments, portfolios and essays	15.00
Tutorials	15.00
Examinations	2.00
Other activities	7.00

4. Prerequisites

4.1. of curriculum	General economic knowledge according to the undergraduate and master cycles.
4.2. of competences	The existence of an integrated strategic way of thinking. The ability of putting at work the conceptual and methodological anglo-saxon apparatus in order to underline specific advantages in project organization.

5. Conditions

for the C(C)	
for the S(S)	

6. Acquired specific competences

PREFESSIONAL	C2	Critical and constructive research, generation, design and implementation ideas and business processes
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7. Objectives of the discipline

7.1. General objective	The purpose of this seminar is to assist students in acquiring a general understanding of research process and to help them develop the perspective of a researcher.
7.2. Specific objectives	Acest seminar urmareste trei obiective specifice. In primul rand, porneste de la doua lecturi importante in domeniu (Thomas Kuhn, The structure of Scientific Revolutions si Karl Popper, The Logic of Scientific Discovery) dar si de la o gama variata de articole stiintifice in domeniul administrarii afacerilor , se vor discuta probleme fundamentale ale gandirii stiintifice critice si anume: ce este o argumentatie, cum se prezinta o concluzie fundamentata stiintific, cum se realizeaza o trecere in revista a literaturii existente intre-un anumit domeniu de cercetare. In al doilea rand se va dezvolta capacitatea studentilor de a rezolva probleme prin sortarea si procesarea datelor, recunoasterea formelor tip, modelarea problemelor, analiza si luarea deciziilor. In al treilea rand, toate subiectele discutate vor fi puse in practica si evaluate prin intermediul unor proiecte individuale.

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introduction to negotiation		
2	Biology and psychology of negotiation		
3	Preparation of a negotiation		
4	Negotiation strategies and games		
5	Negotiation schemes		
6	Arguments in a negotiation		
7	Harvard concept for negotiations		
8	Critical elements in a negotiation		
9	Manipulation in a negotiation		
10	Communication and body language in a negotiation		
11	Intercultural negotiations		
12	Identification of conflicts in an organization		
13	Conflict solutions with the help of negotiations		

Bibliography

- Birkenbihl, V.F., Psycho-Logisch richtig verhandeln, mvgverlag, Muenchen, 2010, Germania
- Caraiani, G.; Potecea, V., Negocierea in afacerile internationale, Wolters Kluwer, Bucuresti, 2010, România
- Fisher, R.; Ury, W.; Patton, B., Das Harvard-Konzept – Der Klassiker der Verhandlungstechnik, Campus Verlag, Frankfurt, 2009, Germania
- Gamm, F, Verhandlungen gewinnt man im Kopf, Redline Verlag, Muenchen, 2009, Germania
- Stark, P.; Flaherty, J., Ghid practic de negociere, editura Amaltea, Bucuresti, 2008, România

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction	Discussion	
2	Case study	Discussion and debate	
3	Case study	Discussion and debate	
4	Case study	Discussion and debate	
5	Case study	Discussion and debate	
6	Case study	Discussion and debate	
7	Case study	Discussion and debate	
8	Realization of a negotiation	Role play	
9	Realization of a negotiation	Role play	
10	Realization of a negotiation	Role play	
11	Case study	Debate	
12	Presentation of negotiation reports	Presentation	
13	Presentation of negotiation reports	Presentation	
14	Case study about intercultural negotiations	Discussions and debates	

Bibliography

- Birkenbihl, V.F., Psycho-Logisch richtig verhandeln, mvgverlag, Muenchen, 2010, Germania
- Caraiani, G.; Potecea, V., Negocierea in afacerile internationale, Wolters Kluwer, Bucuresti, 2010, România
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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

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10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Starting point		10.00
10.2. S(S)	Participation at a negotiation		10.00
10.3. S(S)	Negotiation report		10.00
10.4. S(S)	Presentation of negotiation report		10.00
10.5. S(S)	Activity		10.00
10.6. Final assessment	written exam	written evaluation	50.00
10.7. Modality of grading	Whole notes 1-10		
10.8. Minimum standard of performance	Getting a final mark greater or equal to 5		

Date of listing,
04/27/2025

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,