

SYLLABUS
Academic year 2022-2023
Year of study II / Semester I

1. Information on academic programme

1.1. University	“1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Undergraduate
1.6. Academic programme/Qualification	Business Administration/ 242102 Process improvement specialist, 242104 Process responsible, 242110 Specialist in economic performance planning, control and reporting

2. Information of Course Matter

2.1. Course	Business Negotiation Techniques		2.2. Code	BA 213			
2.3. Course Leader/Seminar Tutor	Teaching Assist. PhD. Nichita Ramona-Anca						
2.4. Seminar Tutor	Teaching Assist. PhD. Nichita Ramona-Anca						
2.5. Academic Year	II	2.6. Semester	I	2.7. Type of Evaluation (E – final exam/C-examination /VP)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C

3. Course Structure (Weekly number of hours)

3.1. Weekly number of hours	3	3.2. course	2	3.3. seminar, laboratory	1
3.4. Total number of hours in the curriculum	42	3.5. course	28	3.6. seminar, laboratory	14
Allocation of time:					Hours
Individual study of readers					30
Documentation (library)					14
Home assignments, Essays, Portfolios					12
Tutorials					-
Assessment (examinations)					2
Other activities					-

3.7 Total number of hours for individual study	58
3.9 Total number of hours per semester	42
3.10 Number of ECTS	4

4. Prerequisites (where applicable)

4.1. curriculum-based	Management – BA 121
4.2. competence-based	C1.1.

5.Requisites (where applicable)

5.1. course-related	Technical equipment: laptop, video projector
5.2. seminar/laboratory-based	Technical equipment: laptop, video projector

6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Professional competences	<p>C1. Knowledge and understanding of the fundamental concepts, theories and methods in the field and the specialty area; their adequate usage in professional communication</p> <p>C2.1. Identification of the concepts and economic theories associated to the enterprise</p> <p>C3.1. Identification of the economic implications associated to a unit functioning and administration in an enterprise/organization</p> <p>C2. Use of the fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field</p> <p>C1.2. Explanation and interpretation of the relation of economic influence of external environment on enterprise/organization</p> <p>C2.2. The explanation and interpretation of the relations between the enterprise/organization entities</p>
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	<p>C3. Application of fundamental methods and principles for solving well defined, typical situations/problems in the field with qualified assistance</p> <p>C5.3. Application of adequate tools for specific data analysis in the field of business administration</p> <p>C5. The drawing up of professional projects with methods and principles acknowledged in the field</p> <p>C3.5. Drawing up of a study about an enterprise/organization unit functioning and administration</p>
Transversal competences	<p>Application of norms and principles of business ethics within one's own rigorous, efficient and responsible work strategy</p> <p>Real-time solving, under the conditions of qualified assistance, of a real/hypothetical problem within the work place, following professional deontological norms</p> <p>Developing a paper/project by responsively completing tasks that are specific to one's role in a multi specialized team</p>

7. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	<i>To develop the student's capacity of using negotiation techniques</i>
7.2 Specific objectives of the course	<p>Teaching students theoretical and methodological basics within the field of business negotiation</p> <p>Explaining specific terms, relationships, techniques and procedures for the field of business negotiation</p> <p>Identifying and putting into practice negotiation capabilities related to trade</p>

8. Course contents

8.1 Course (learning units)	Teaching methods	Remarks
1. Negotiation – form of communication	Lecture Conversation	4 hours onsite
2. Negotiation strategies	Lecture Conversation	4 hours onsite
3. Negotiation tactics	Lecture Conversation	4 hours onsite
4. Counteracting manipulation tactics	Lecture Conversation	2 hours onsite
5. Negotiation techniques	Lecture Conversation	2 hours onsite 2 hours online
6. Nonverbal communication	Lecture Conversation	2 hours online
7. International negotiations	Lecture Conversation	4 hours online
8. International negotiation styles	Lecture Conversation	4 hours onsite

Bibliography

- Botezat, E.A., Dobrescu, E.M., & Tomescu, M. (2007). *Dicționar de comunicare, negociere și mediere*. București: C.H. Bek;
- Dragolea, L.L. *Tehnica negocierii afacerilor*, course content (electronic form), „1 Decembrie 1918” University of Alba Iulia Library;
- Popa, I. (2002). *Tranzacții de comerț exterior: Negociere, contractare, derulare*. București: Economica;
- Prutianu, Ș. (2008). *Traiat de comunicare și negociere în afaceri*. Iași: Polirom;
- Prutianu, Ș. (200). *Manual de comunicare și negociere în afaceri*, Vol. I. Iași: Polirom;
- Prutianu, Ș. (2002). *Manual de comunicare și negociere în afaceri*, Vol. II. Iași: Polirom;
- Schelling, T.C. (2000). *Strategia conflictului*. București: Integral;
- Shell, R.G. (2005). *Strategii de negociere pentru oamenii rezonabili*. București: Codecs;
- Stimec, A. (2011). *Negocierea*. București: C.H. Beck;
- Thompson, L. (2006). *Mintea și inima negociatorului, Manual complet de negociere*. București: Meteor Press;
- Kolb, D., & Porter, J. (2015). *Negotiating at work: Turn small wins into big gains*. San Francisco: Jossey-Bass;
- Lempereur, A., & Colson, A. (2010). *The first move: A negotiator's companion*. New York: John Wiley & Sons.

8.2. Seminars-laboratories	Teaching methods	
1. Negotiation – form of communication	Conversation Examples Team work Role play	2 hours onsite
2. Negotiation strategies	Conversation Examples Team work Role play	2 hours onsite

3. Negotiation tactics	Conversation Examples Team work Role play	2 hours onsite
4. Counteracting manipulation tactics	Conversation Examples Team work Role play	2 hours onsite
5. Negotiation techniques	Conversation Examples Team work Role play	2 hours online
6. Nonverbal communication	Conversation Examples Team work Role play	2 hours online
7. Negotiations and international negotiation styles	Conversation Examples Team work Role play	2 hours onsite

Bibliography

- Botezat, E.A., Dobrescu, E.M., & Tomescu, M. (2007). *Dicționar de comunicare, negociere și mediere*. București: C.H. Bek;
- Dragolea, L.L. *Tehnica negocierii afacerilor*, course content (electronic form), „1 Decembrie 1918” University of Alba Iulia Library;
- Popa, I. (2002). *Tranzacții de comerț exterior: Negociere, contractare, derulare*. București: Economica;
- Prutianu, Ș. (2008). *Tratat de comunicare și negociere în afaceri*. Iași: Polirom;
- Prutianu, Ș. (200). *Manual de comunicare și negociere în afaceri*, Vol. I. Iași: Polirom;
- Prutianu, Ș. (2002). *Manual de comunicare și negociere în afaceri*, Vol. II. Iași: Polirom;
- Schelling, T.C. (2000). *Strategia conflictului*. București: Integral;
- Shell, R.G. (2005). *Strategii de negociere pentru oamenii rezonabili*. București: Codecs;
- Stimec, A. (2011). *Negocierea*. București: C.H. Beck;
- Thompson, L. (2006). *Mintea și inima negociatorului, Manual complet de negociere*. București: Meteor Press;
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9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme

Course content fits the current legal framework and can contribute to developing negotiation skills. The course caters to nowadays practical needs of employers.

10. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Solving exam tasks</i>	<i>Written exam</i>	70%
10.5 Seminar/laboratory	<i>Developing two short papers on negotiation-related topics and presenting both during seminars</i>	<i>Two written short papers</i>	30%
10.6 Minimum performance standard:			
<ul style="list-style-type: none"> • following the university norm and regulations in effect; • attending 50% of meetings and learning the fundamental concepts; • developing and presenting two short papers, solving exam tasks. 			

Submission date
14.09.2022

Course leader's signature
Teaching Assist. PhD. Nichita Ramona-Anca.

Seminar tutor's signature
Teaching Assist. PhD. Nichita Ramona-Anca

Approval date in Department
21.09.2022

Department directors' signature
Assoc. Prof. PhD. Maican Silvia