



COURSE DESCRIPTION

1. Data concerning the program

1.1 Higher education institution	Valahia University of Târgoviște
1.2 Faculty / Department	Economic Sciences
1.3 Department	Management - Marketing
1.4 Area of academic study	Administrarea Afacerilor în Limba Engleză
1.5 Study Cycle	License
1.6 Study Program /Qualification	Business Administration

2. Data concerning the teaching unit

2.1 Title of the teaching unit	The Technique of Business Negotiations						
2.2 Coordinator (Course Lecturer)							
2.3 Seminar Lecturer							
2.4 Year of study	II	2.5 Semester	II	2.6 Type of evaluation	E	2.7 Course: mandatory /elective	Mandatory

3. Total estimated time (hours per semester of educational activities)

3.1 Numbers of hours per week	4	Of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4 Total hours in curriculum	56	Of which: 3.5 course	28	3.6 seminar/laboratory	28
Time management					Hours
Studying after manual, references, recommended reading, course support and notes					8
Additional documentation in library, specialized e-platforms and on the ground					12
Preparation of seminars / labs, homework, portfolios and essays					22
Tutorship					2
Assessment					-
Other activities: case study, essay					-
3.7 Total no. of hours of individual study					44
3.9 Total no. of hours per semester					100
3.10 Number of ECTS					4

4. Pre-requirements (if applicable)

4.1 Teaching units	na
4.2 Competencies and skills	na

5. Co-requirements (if applicable)

5.1 For deployment of course	Video projector, whiteboard In the online system by using the Moodle e-learning platform (https://moodle.valahia.ro) and the Microsoft Teams videoconferencing platform
5.2 For deployment of seminar/laboratory	Video projector, whiteboard In the online system by using the Moodle e-learning platform (https://moodle.valahia.ro) and the Microsoft Teams videoconferencing platform

6. Specific competencies acquired

Professional competencies	C3 Management of a subdivision in the company / organization structure C4 Support in human resources management
Transversal competencies	CT3. Identifying of training opportunities and effective utilization of resources and learning techniques for personal development.

7. Objectives of the teaching unit (emerging from the grid of specific competencies acquired)

7.1 General objective	Understanding the negotiation process and the importance of using it correctly in any business.
7.2 Specific objectives	Acquiring the essential knowledge needed to develop business communication and negotiation strategies. The correct use of negotiation techniques depending on the partners and the negotiation style approached by them.

8. Contents of the teaching unit

8.1 Course	Teaching methods	Observations
Negotiation as a form of communication	Lecture, heuristic conversation, exemplification, debate	2
The negotiator (personality, skills, negotiation styles)	Lecture	2
The behaviour of the negotiator: the analysis of the interlocutor, the negotiation framework, the negotiation time	Lecture	2
Forms of approach to negotiation in business: Negotiation of positions; Defence of positions; Collaboration.	Lecture	2
The principled negotiation process. Rules of negotiation. Ensuring the negotiation climate. The process of developing alternative solutions. Negotiation styles.	Lecture, heuristic conversation, exemplification, debate	2
Preparation tactics. Means and methods of preparation for negotiation. Simulation of negotiations. Explanatory techniques – presentation of offers. Methods combating the partner's objections. Identifying weak points in the partner's arguments.	Lecture, heuristic conversation, exemplification, debate	6
Negotiation strategies, tactics and techniques The conceptual framework of negotiation strategies. Typologies of negotiation strategies. Tactics – component of the negotiation strategy. The main negotiation techniques.	Lecture, heuristic conversation, exemplification, debate	6
Negotiation versus manipulation Manipulation tools and their countermeasures.	Lecture	2
Non-verbal behaviour. The laws of body language. Body posture, mime, gesture. Body signals in negotiation.	Lecture, heuristic conversation, exemplification, debate	2
Cultural differences in negotiation.	Lecture, heuristic conversation, exemplification, debate	2
References		
<ol style="list-style-type: none"> 1. Cardo Peter W, Business Communication : Developing Leaders for a Networked World, New York, McGraw-Hill Irwin, 2014. 2. Craver Charles B., Classic Negotiation Techniques, Idaho Law Review, 2016, https://www.uidaho.edu/-/media/UIDaho-Responsive/Files/law/law-review/articles/volume-52/52-2-craver-charles-b.pdf?la=en&hash=CD179B6D68E9D6C62894B791B044D654939A5F94 3. Locker Kitty O., Kienzler Donna S., Business and Administrative Communication, New York, McGraw-Hill, 2015. 4. Hynes Geraldines E., Managerial Communication : Strategies and Applications, Los angeles, Sage, 2016. 5. Molle Patrick, La negocommunication : pratique de la relation commerciale producteur-distributeur, Les Editions d' Organisation, Paris, 1987. 6. Prutianu Ștefan, Manual comunicare și negociere în afaceri, Editura Polirom, Iași, 2000. 7. Scott Bill, Arta negocierilor, Ed. Tehnică, București, 1996. 8. Stallard John J., Smith Ray E., Price Sandra F., Business communication : a strategic approach, Illinois, Irwin, 1989. 9. Stark Peter, Flaherty Jane, Ghid practic de negociere, Editura Amaltea, 2010. 10. Wertheim E., Negotiations and Resolving Cobflicts: An Overview, https://www.europarc.org/communication-skills/pdf/Negotiation%20Skills.pdf 		
8.2 Seminar/laboratory	Teaching methods	Observations
The importance of negotiation for the activity of an organization	Discussion	2
Written business communication (business letters, cover letters, offers, invitations, reports, subpoenas)	Discussion, applications	6

Organizing a negotiation. Phases of negotiation.	Discussion, applications	6
Negotiations techniques.	Discussion, case studies, applications	8
Non-verbal language in negotiation.	Discussion, case studies	4
Sources of intercultural blunders	Discussion, case studies	2
References		
<ol style="list-style-type: none"> 1. Cardo Peter W, Business Communication : Developing Leaders for a Networked World, New York, McGraw-Hill Irwin, 2014. 2. Craver Charles B., Classic Negotiation Techniques, Idaho Law Review, 2016, https://www.uidaho.edu/-/media/UIDaho-Responsive/Files/law/law-review/articles/volume-52/52-2-craver-charles-b.pdf?la=en&hash=CD179B6D68E9D6C62894B791B044D654939A5F94 3. Locker Kitty O., Kienzler Donna S., Business and Administrative Communication, New York, McGraw-Hill, 2015. 4. Hynes Geraldines E., Managerial Communication : Strategies and Applications, Los angeles, Sage, 2016. 5. Molle Patrick, La negocommunication : pratique de la relation commerciale producteur-distributeur, Les Editions d' Organisation, Paris, 1987. 6. Prutianu Ștefan, Manual comunicare și negociere în afaceri, Editura Polirom, Iași, 2000. 7. Scott Bill, Arta negocierilor, Ed. Tehnică, București, 1996. 8. Stallard John J., Smith Ray E., Price Sandra F., Business communication : a strategic approach, Illinois, Irwin, 1989. 9. Stark Peter, Flaherty Jane, Ghid practic de negociere, Editura Amaltea, 2010. 10. Wertheim E., Negotiations and Resolving Cobflicts: An Overview, https://www.europarc.org/communication-skills/pdf/Negotiation%20Skills.pdf 		

9. Interrelating between the contents of the teaching unit and the expectations of the scientific community' representatives, professional associations and the representative employers in the field afferent to the program

The acquired competences will meet the expectations of representatives of the epistemic community, professional associations and employers.

10. Assessment

Activity type	10.1 Criteria of assessment	10.2 Method(s) of assessment	10.3 Construction of the mark (including the weighting of the various partial marks)
	Evaluation of acquired knowledge	Written exam	50 %
10.5 Seminar/laboratory	Completion of assignments / reports / essays / projects		50 %
10.6 Minimal standard of performance			
<ul style="list-style-type: none"> - Knowing the basics topics of discipline; - The minimum grade in the written exam is 5 (five). 			