

SYLLABUS
Academic year 2024-2025
Year of study II / Semester I

1. Information on academic program

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	Bachelor
1.6. Academic program / Qualification/ ESCO Code	Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts

2. Information of Course Matter

2.1. Course		Business Negotiation Techniques		2.2. Code		BA 213	
2.3. Course Leader			Assist. Prof. PhD Ramona-Anca NICHITA				
2.4. Seminar Tutor			Teaching Assist. PhD Ioana-Andreea CILOMIC				
2.5. Academic Year	II	2.6. Semester	I	2.7. Type of Evaluation (E – final exam/ CE - colloquy examination / CA -continuous assessment)	E	22.8. 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
a. Study of handbook, course material, references and notes					30
b. Additional documentation in library, on electronic platforms and in the field					14
c. Preparation of seminars/laboratories, home assignments, essays, portfolios					10
d. Tutorship					-
e. Evaluations					2
f. Other academic activities (study visits, mentoring, projects)					2

3.7 Total number of hours for individual study (a+b+c)	54
3.8 Total number of hours for academic activities (d+e+f+3.4)	46
3.9 Total number of hours per semester (3.7+3.8)	100
3.10 Number of ECTS	4

4. Prerequisites (where applicable)

4.1. curriculum-based	–
4.2. competence-based	–

5. Requisites (where applicable)

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

6. Specific competences to be acquired

Professional competences	C1. Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication
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	C2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field C3. Application of basic principles and methods for solving well-defined problems/situations, typical of the field in conditions of qualified assistance C5. Developing professional projects with the use of established principles and methods in the field
Transversal competences	-

7. Course objectives (specific competences grid per programme)

7.1 General objectives of the course	<i>Developing the student's capacity of using relevant business negotiation techniques</i>
7.2 Specific objectives of the course	<i>Teaching students theoretical and methodological fundamental concepts within the field of business negotiation Explaining terms, relationships, techniques and procedures, specific for the field of business negotiation Identifying and putting into practice negotiation skills, applicable in a global economy</i>

8. Course contents

8.1. Course	Teaching methods	Remarks
1. Introduction into business negotiation	Lecture Conversation	2 hours
2. A primer on business negotiation, as a form of communication	Lecture Conversation	2 hours
3. Stages in business negotiations	Lecture Conversation	2 hours
4. The importance of verbal communication in business negotiation	Lecture Conversation	2 hours
5. The importance of written communication in business negotiation	Lecture Conversation	2 hours
6. The importance of non-verbal communication in business negotiation	Lecture Conversation	2 hours
7. The theory of emotions. Reading faces	Lecture Conversation	2 hours
8. How to read body language: Tips and tricks	Lecture Conversation	2 hours
9. Negotiation techniques	Lecture Conversation	2 hours
10. How to create the best negotiation strategy	Lecture Conversation	2 hours
11. Counteracting manipulation tactics	Lecture Conversation	2 hours
12. Closing a business negotiation	Lecture Conversation	2 hours
13. A primer on negotiating in a global economy	Lecture Conversation	2 hours
14. International negotiation styles and cultural differences	Lecture Conversation	2 hours
Bibliography		
1. Bet-David, P., & Dinkin, G. (2021). <i>Your New Five Moves: Master the Art of Business Strategy</i> . Gallery: New York, USA.		
2. Kolb, D., & Porter, J. (2015). <i>Negotiating at Work: Turn Small Wins into Big Gains</i> . Jossey-Bass: San Francisco, USA.		

3. Lempereur, A., & Colson, A. (2010). *The First Move: A Negotiator's Companion*. John Wiley & Sons: New York, USA.
4. Lewicki, R.J., Saunders, D.M., & Barry, B. (2020). *Essentials of Negotiation*, 7th edition. McGraw-Hill Education: New York, USA.
5. Maude Barry (2020). *International Business Negotiation: Principles and Practice*, 2nd edition. Bloomsbury: London, UK.
6. McCarthy, A., & Hay, S. (2015). *Advanced Negotiation Techniques*. Apress: New York, USA.
7. Navarro, J. (2018). *The Dictionary of Body Language: A Field Guide to Human Behavior*. William Morrow Paperbacks: New York, USA.
8. Navarro, J., & Karlins, M. (2008). *What Every Body Is Saying*. William Morrow Paperbacks: New York, USA.
9. Nichita, R.A. (2024). *Business Negotiation Techniques* – course material (electronic format).
10. Rosen, D. (2016). *99 Negotiation Strategies: Tips, Tactics & Techniques Used by Wall Street Toughets Dealmakers*. Createspace Independent Publishing Platform: Scotts Valley, USA.
11. Thompson, L.L. (Eds.) (2014). *Negotiation Theory and Research*. Taylor & Francis: Abingdon, UK.

8.2. Seminars	Teaching methods	
1. A primer on business negotiation, as a form of communication	Conversation, Examples Team work, Role play	2 hours
2. The importance of verbal and non-verbal communication in business negotiation	Conversation, Examples Team work, Role play	2 hours
3. The theory of emotions. Reading faces	Conversation, Examples Team work, Role play	2 hours
4. How to read and interpret body language	Conversation, Examples Team work, Role play	2 hours
5. Negotiation techniques	Conversation, Examples Team work, Role play	2 hours
6. Counteracting manipulation tactics	Conversation, Examples Team work, Role play	2 hours
7. International negotiation styles and cultural differences	Conversation, Examples Team work, Role play	2 hours

Bibliography

1. Bet-David, P., & Dinkin, G. (2021). *Your New Five Moves: Master the Art of Business Strategy*. Gallery: New York, USA.
2. Kolb, D., & Porter, J. (2015). *Negotiating at Work: Turn Small Wins into Big Gains*. Jossey-Bass: San Francisco, USA.
3. Lempereur, A., & Colson, A. (2010). *The First Move: A Negotiator's Companion*. John Wiley & Sons: New York, USA.
4. Lewicki, R.J., Saunders, D.M., & Barry, B. (2020). *Essentials of Negotiation*, 7th edition. McGraw-Hill Education: New York, USA.
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7. Navarro, J. (2018). *The Dictionary of Body Language: A Field Guide to Human Behavior*. William Morrow Paperbacks: New York, USA.
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Createspace Independent Publishing Platform: Scotts Valley, USA.
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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

The course contents fit the current legal framework and contribute to developing practical negotiation skills. The course caters to nowadays practical needs of employers and employees who operate in a global economy.

10. Assessment

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	<i>Solving exam tasks</i>	<i>Written exam</i>	70%
10.5 Seminar	<i>Continuous assessment</i>	<i>Seminar activities portfolio</i>	30%
10.6 Minimum performance standard: obtaining minimum grade 5			
<ul style="list-style-type: none">• following the current university norm and regulations;• attending 50% of meetings and learning the fundamental concepts of business negotiation;• elaborating seminar portfolio, solving exam tasks.			

Submission date
14.09.2024

Course leader's signature
Lecturer. PhD. Ramona-Anca NICHITA

Seminar tutor's signature
Assist. PhD Ioana-Andreea CILOMIC

Approval date in department
16.09.2024

Department directors' signature
Assoc. Prof. PhD Silvia-Ştefania MAICAN