



SYLLABUS

Academic year 2016-2017

1. Information regarding the programme

1.1. Higher education institution	BABES-BOLYAI UNIVERSITY
1.2. Faculty	BUSINESS
1.3. Department	HOSPITALITY SERVICES
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Study cycle	MASTER
1.6. Study programme / Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ŞI TURISM INTERNATIONAL (cu predare în limba engleză)

2. Information regarding the course

2.1. Name of the course	Negocieri în ospitalitate și turism într-un context durabil / Business negotiation for hospitality and tourism in sustainability context						
2.2. Code	IME0041						
2.3. Course coordinator	Conf.dr. Petrescu Crina						
2.4. Seminar coordinator	Conf.dr. Petrescu Crina						
2.5. Year of study	2	2.6. Semester	1	2.7. Type of evaluation	E	2.8. Type of course	compulsory

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Time allotment:					ore
Learning using manual, course support, bibliography, course notes					28
Additional documentation (in libraries, on electronic platforms, field documentation)					14
Preparation for seminars/labs, homework, papers, portfolios and essays					14
Tutorship					8
Evaluations					4
Other activities:	Study for final exam				16
3.7. Total individual study hours					84
3.8. Total hours per semester					140
3.9. Number of ECTS credits					6

4. Prerequisites (if necessary)

4.1. curriculum	-
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4.2. competencies	-
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5. Conditions (if necessary)

5.1. for the course	Course classroom with video projector, computer
5.2. for the seminar /lab activities	Seminar classroom with video projector, computer

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> • have the ability to start and manage a business in tourism and hospitality, undertake tourism managerial tasks and activities such as accommodation & food service and tour operator services • be able to efficiently solve problems relating to hospitality services and public relations, and particularly those referring to cross-cultural conflicts • have the ability to manage the interest conflicts relating to the tourism development and competently solve communication tasks with reference to the international tourism • gathering, processing, and analyzing data regarding the interaction between a company/ an organization and the external environment • providing assistance for running a company/ an organization as a whole
Transversal competencies	<ul style="list-style-type: none"> • have good communication and public speaking skills, leadership capabilities and professional behavior in to the work environment; • be able to work as part of a team in a multicultural environment, assume managerial roles, and carry out professional tasks in an autonomous and accountable manner • implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<p>The course aims:</p> <ul style="list-style-type: none"> • to offer students the theoretical background to understand the nature and structure of negotiation and to improve their practical skills to become better negotiators in hospitality, tourism and more. • to present and analyze the relationship of mutual influence between the hospitality and tourism and the environment, the requirements of sustainable development and the solutions for sustainable development in the fields of hospitality and tourism
7.2. Specific objective of the course	<ul style="list-style-type: none"> • Presentation of essential communication skills necessary for negotiation. • Analysis of constructive conflict management methods in negotiation.



	<ul style="list-style-type: none"> • Presentation of types of negotiators and negotiation styles. • Identification of negotiation stages, creation of negotiation plan, analysis of negotiation. • Presentation and analysis of negotiation strategies. • Presentation and analysis of negotiation tactics. • Analysis of elements essential to negotiation. • Presentation of alternative conflict resolution methods • To develop a better understanding of the interaction between the hospitality and tourism sector and the natural environment and especially the ecological crisis, seen as a consequence of development • To develop a better understanding of the nature and the role of sustainable development that can mitigate environmental damages and prevent future ones in the fields of hospitality and tourism • To raise awareness that the achievement of sustainable development requires proper management of biodiversity, renewable and non-renewable energy sources, natural and anthropogenic risk management, mitigation of the consequences of global climate change, economic evaluations of environment etc. • To increase the knowledge of environmental friendly forms of tourism, of sustainable development strategies at national and European level and of best practices in hospitality and tourism that contribute to sustainability.
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8. Content

8.1. Course	Teaching method	Remarks
Sustainable development	Interactive presentation, video projector presentation	Concept, evolution, indicators of sustainable development
Sustainable development and hospitality and tourism	Interactive presentation, video projector presentation	Legal and administrative framework: norms, directives, policies, strategies, organizations
Economic evaluation of environment and hospitality and tourism	Interactive presentation, video projector presentation	Environmental services, value of natural environment, evaluation methods
Corporate Responsibility in hospitality and tourism	Interactive presentation, video projector presentation	Concept, importance, implementation
The contribution to sustainability of hospitality and tourism beneficiaries	Interactive presentation, video projector presentation	Environmental education for tourists, best practices, environmental friendly tourism



Use and necessity of negotiation and tourism and hospitality	Interactive presentation, video projector presentation	Negotiation situations and negotiation opportunities in tourism and hospitality
Essential communication skills necessary for negotiation	Interactive presentation, video projector presentation	Communication as central tool of negotiation Effective communication in negotiation – verbal and non-verbal Active listening use and benefits
Constructive Conflict Management in Negotiation	Interactive presentation, video projector presentation	Types of Conflict Constructive Conflict Management Solutions
Types of Negotiators and Negotiation Styles.	Interactive presentation, video projector presentation	Competitive, Conciliatory, Cooperative, etc.
Negotiation Plan. Negotiation Analysis	Interactive presentation, video projector presentation	Negotiation Plan Negotiation Analysis
Negotiation strategies and tactics	Interactive presentation, video projector presentation	Distributive Integrative Principled negotiation
Elements Essential to Negotiation	Interactive presentation, video projector presentation	Power sources, Strategy, Divergences, Costs etc.
International Negotiation	Interactive presentation, video projector presentation	Cultural differences. Possible solutions for tourism and hospitality
Bibliography	<ol style="list-style-type: none"> 1. Buckley, Ralf C., 2008, <i>Ecotourism: Principles and Practices</i>, CABI Tourism Texts. 2. Callan, Scott J., Thomas, Janet M., 2012, <i>Environmental Economics and Management: Theory, Policy, and Applications</i>, 6th ed., Cengage Learning. 3. Cialdini, R., B., 2006, <i>Influence: The Psychology of Persuasion</i>, Harper Business., USA 4. Dawson, Roger, 2010, <i>Secrets of Power Negotiating. 15th Anniversary Edition: Inside Secrets from a Master Negotiator</i>, The Career Press, Inc., USA. 5. Field, Barry C., 2008, <i>Natural Resource Economics: An Introduction</i>, Waveland Pr Inc. 6. Field, Barry, Field, Martha, 2012, <i>Environmental Economics: An Introduction</i>, The McGraw-Hill. 7. Fisher, Roger, Ury, William, Patton, Bruce, 2011, <i>Getting to Yes: Negotiating Agreement Without Giving In</i>, Penguin Books, New York. 8. Lewicki, Roy, Barry, Bruce, Saunders, David, 2010, <i>Essentials of Negotiation</i>, McGraw Hill, New York. 9. Petrescu, Dacinia Crina (2015), <i>Negocieri în afaceri</i>, course notes. 	



	<p>10. Rogers, Peter, Jalal, Kazi F., John A., Boyd, 2007, <i>An Introduction to Sustainable Development</i>, Routledge.</p> <p>11. Shell, G. Richard, 2006, <i>Bargaining for Advantage: Negotiation Strategies for Reasonable People</i>, Penguin Books, New York.</p> <p>12. Sloan, Philip, Legrand, Willy, Joseph S., Chen, 2013, <i>Sustainability in the Hospitality Industry. Principles of Sustainable Operations</i>, 2nd Ed, Routledge.</p> <p>13. Stone, Douglas, Patton, Bruce, Heen, Sheila, 2010, <i>Difficult Conversations: How to Discuss What Matters Most</i>, Penguin Books, New York.</p> <p>14. Thompson, Leigh, 2011, <i>The Mind and Heart of the Negotiator</i> (5th Edition), Prentice Hall.</p> <p>15. Tietenberg, Tom, Lewis, Lynne, 2009, <i>Environmental Economics & Policy</i> (6th Edition), Prentice Hall.</p>
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8.2. Seminar / laboratory	Teaching method	Remarks
Sustainable development	Exemplification, analysis, case studies for hospitality and tourism	
Sustainable development and hospitality and tourism	Exemplification, analysis, case studies for hospitality and tourism	
Economic evaluation of environment and hospitality and tourism	Exemplification, analysis, case studies for hospitality and tourism	
Corporate Responsibility in hospitality and tourism	Exemplification, analysis, case studies for hospitality and tourism	
The contribution to sustainability of hospitality and tourism beneficiaries	Exemplification, analysis, case studies for hospitality and tourism	
Use and necessity of negotiation and tourism and hospitality	Exemplification, analysis, case studies for hospitality and tourism	
Essential communication skills necessary for negotiation	Exemplification, analysis, case studies for hospitality and tourism	
Constructive Conflict Management in Negotiation	Exemplification, analysis, case studies for hospitality and tourism	
Types of Negotiators and Negotiation Styles.	Exemplification, analysis, case studies for hospitality and tourism	
Negotiation Plan. Negotiation Analysis	Exemplification, analysis, case studies for hospitality and tourism	
Negotiation strategies and tactics	Exemplification, analysis, case studies for hospitality and tourism	
Elements Essential to Negotiation	Exemplification, analysis, case studies for hospitality and tourism	
International Negotiation	Exemplification, analysis, case studies for hospitality and tourism	



Synthesis of presented notions	Exemplification, analysis, case studies	Summary
Bibliography	<ol style="list-style-type: none"> 1. Buckley, Ralf C., 2008, <i>Ecotourism: Principles and Practices</i>, CABI Tourism Texts. 2. Callan, Scott J., Thomas, Janet M., 2012, <i>Environmental Economics and Management: Theory, Policy, and Applications</i>, 6th ed., Cengage Learning. 3. Cialdini, R., B., 2006, <i>Influence: The Psychology of Persuasion</i>, Harper Business., USA 4. Dawson, Roger, 2010, <i>Secrets of Power Negotiating. 15th Anniversary Edition: Inside Secrets from a Master Negotiator</i>, The Career Press, Inc., USA. 5. Field, Barry C., 2008, <i>Natural Resource Economics: An Introduction</i>, Waveland Pr Inc. 6. Field, Barry, Field, Martha, 2012, <i>Environmental Economics: An Introduction</i>, The McGraw-Hill. 7. Fisher, Roger, Ury, William, Patton, Bruce, 2011, <i>Getting to Yes: Negotiating Agreement Without Giving In</i>, Penguin Books, New York. 8. Lewicki, Roy, Barry, Bruce, Saunders, David, 2010, <i>Essentials of Negotiation</i>, McGraw Hill, New York. 9. Petrescu, Dacia Crina (2015), <i>Negocieri în afaceri</i>, course notes. 10. Rogers, Peter, Jalal, Kazi F., John A., Boyd, 2007, <i>An Introduction to Sustainable Development</i>, Routledge. 11. Shell, G. Richard, 2006, <i>Bargaining for Advantage: Negotiation Strategies for Reasonable People</i>, Penguin Books, New York. 12. Sloan, Philip, Legrand, Willy, Joseph S., Chen, 2013, <i>Sustainability in the Hospitality Industry. Principles of Sustainable Operations</i>, 2nd Ed, Routledge. 13. Stone, Douglas, Patton, Bruce, Heen, Sheila, 2010, <i>Difficult Conversations: How to Discuss What Matters Most</i>, Penguin Books, New York. 14. Thompson, Leigh, 2011, <i>The Mind and Heart of the Negotiator</i> (5th Edition), Prentice Hall. 15. Tietenberg, Tom, Lewis, Lynne, 2009, <i>Environmental Economics & Policy</i> (6th Edition), Prentice Hall. 	

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

- The discipline content is consistent with what is being taught in other universities at home and abroad. In order to adapt it to the labour market requirements, there were held meetings with business representatives.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	Knowledge of the presented theoretical concepts	Final examination	60%



	Correct application of theory to practice		
10.5. Seminar/lab activities	Correct resolutions of exercises, case studies	Tests during the semester	30%
	Interest in individual preparation, seriousness in addressing seminar work	Points for active participation in seminars	10%

10.6. Minimum performance standards

- Knowledge of the presented theoretical concepts
- Correct application of theory to practice through simple exercises/case studies.
- Understanding of economical meaning of results obtained

Date

Signature of course coordinator

Signature of seminar coordinator

Conf.dr. Petrescu Crina

Conf.dr. Petrescu Crina

Date of approval

Signature of the Head of department

Conf.dr. Adina Negrușă