



## SYLLABUS Academic year 2023-2024

### 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 ȘI TURISM INTERNATIONAL (cu predare în limba engleză)

### 2. Information regarding the course

2.1. Name of the course	Business Negotiation for Hospitality and Tourism in Sustainability Context						
2.2. Code	IME0041						
2.3. Course coordinator	Prof. PhD Dacina Crina Petrescu						
2.4. Seminar coordinator	Assist. Prof. PhD Daniel Malutan						
2.5. Year of study	II	2.6. Semester	I	2.7. Type of evaluation	Continuous	2.8. Type of course	

### 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					24
Additional documentation (in libraries, on electronic platforms, field documentation)					22
Preparation for seminars/labs, homework, papers, portfolios and essays					22
Tutorship					2
Evaluations					2
Other activities:	Study for final exam				22
3.7. Total individual study hours			94		
3.8. Total hours per semester			150		
3.9. Number of ECTS credits			6		

### 4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

### 5. Conditions (if necessary)

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



## 6. Specific competencies acquired

		Competence
Professional	All chapters	C 2 Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector
Transversal competencies	The evaluation of transversal competences are not directly linked to the discipline content	CT1 Use of professional ethics standards and values specific to the field of hospitality and tourism

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

7.1. General objectives of the course	<ul style="list-style-type: none"> <li>The course aims 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, taking into account the needs and goals of sustainable development.</li> <li>Increase students' awareness of the current environmental problems (climate change, pollution, resource depletion, population growth, urbanization, etc) (objective connected to SDGs).</li> <li>Improve students' ability to identify business impact on the environment in various negotiation contexts and negotiate to achieve agreements in line with the SDGs (objective connected to all SDGs).</li> </ul>	
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>Presentation of essential communication skills necessary for negotiation.</li> <li>Analysis of constructive conflict management methods in negotiation.</li> <li>Presentation of types of negotiators and negotiation styles.</li> <li>Identification of negotiation stages, creation of negotiation plan, analysis of negotiation.</li> <li>Presentation and analysis of negotiation strategies.</li> <li>Presentation and analysis of negotiation tactics.</li> <li>Analysis of elements essential to negotiation.</li> <li>Presentation of alternative conflict resolution methods.</li> <li>Presentation of the sustainable development concept</li> <li>Presentation of the necessity, role and constraints of sustainable development in hospitality field</li> </ul>	

## 8. Content

8.1. Course	Teaching method	Remarks
Use and necessity of negotiation in tourism and hospitality	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Natural environment – support, supplier, receiver of tourism	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course



Sustainable development – concept and implications for tourism and hospitality	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Essential communication skills necessary for negotiation	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	3 courses
Constructive Conflict Management in Negotiation; Types of Negotiators and Negotiation Styles.	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Negotiation Stages. Negotiation Plan. Negotiation Analysis	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Negotiation Strategies	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Negotiation Tactics	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	2 courses
Elements Essential to Negotiation	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
International Negotiation from a sustainable perspective; Alternative Dispute Resolution	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Synthesis of presented notions	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course

Bibliography	<ol style="list-style-type: none"> <li>1. Cialdini, R., B., 2006, <i>Influence: The Psychology of Persuasion</i>, Harper Business., USA</li> <li>2. Cordell, A., 2019, <i>The Negotiation Handbook</i>, 2nd edition, Routledge, London; New York.</li> <li>3. Dawson, Roger, 2010, <i>Secrets of Power Negotiating. 15th Anniversary Edition: Inside Secrets from a Master Negotiator</i>, The Career Press, Inc., USA.</li> <li>4. Fisher, Roger, Ury, William, Patton, Bruce, 2011, <i>Getting to Yes: Negotiating Agreement Without Giving In</i>, Penguin Books, New York.</li> <li>5. Lewicki, R. J., 2021, <i>Essentials of Negotiation</i>, 7th edition, McGraw-Hill, New York.</li> <li>6. Lewicki, Roy, Barry, Bruce, Saunders, David, 2010, <i>Essentials of Negotiation</i>, McGraw Hill, New York.</li> <li>7. Petrescu, D. C., (2015), <i>Business Negotiation</i>, course notes.</li> <li>8. Shell, G. Richard, 2006, <i>Bargaining for Advantage: Negotiation Strategies for Reasonable People</i>, Penguin Books, New York.</li> <li>9. Stone, Douglas, Patton, Bruce, Heen, Sheila, 2010, <i>Difficult Conversations: How to Discuss What Matters Most</i>, Penguin Books, New York.</li> <li>10. Thompson, Leigh, 2011, <i>The Mind and Heart of the Negotiator</i> (5th Edition), Prentice Hall.</li> <li>11. Voss, C., Raz, T., 2018, <i>Negotiating as If Your Life Depended on It</i>, HarperBusiness Publishing House.</li> </ol>
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8.2. Seminar / laboratory	Teaching method	Remarks
Natural environment – support, supplier, receiver of tourism. What is negotiable and what it is not	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Types of interactions between hospitality and tourism and the natural environment	Exemplification, analysis, case studies for hospitality and tourism	1 seminar



Sustainable development: concept, evolution, indicators of sustainable development; Legal and administrative framework: norms, directives, policies, strategies, organizations	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Effective communication in negotiation: Correct communication, Frequent communication errors	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Environmental problems and hospitality and tourism. Negotiation strategies and tactics	Exemplification, analysis, case studies for hospitality and tourism	2 seminars
The impact of hospitality and tourism on the environment	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Sustainable tourism, responsible tourism, ecotourism, alternative tourism, green tourism as negotiation context	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Economic evaluation of environment and hospitality and tourism as power source in negotiation	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Sustainable services in hospitality and tourism: advantages in bargaining context	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Ecological label in tourism	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Corporate Responsibility in hospitality and tourism	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
The contribution of hospitality and tourism beneficiaries to sustainability	Exemplification, analysis, case studies for hospitality and tourism	1 seminar
Synthesis of presented notions	Exemplification, analysis, case studies	1 seminar
Bibliography	<p>Negotiation:</p> <ol style="list-style-type: none"> <li>12. Cialdini, R., B., 2006, <i>Influence: The Psychology of Persuasion</i>, Harper Business., USA</li> <li>13. Cordell, A., 2019, <i>The Negotiation Handbook</i>, Routledge.</li> <li>14. Dawson, Roger, 2010, <i>Secrets of Power Negotiating. 15th Anniversary Edition: Inside Secrets from a Master Negotiator</i>, The Career Press, Inc., USA.</li> <li>15. Fisher, Roger, Ury, William, Patton, Bruce, 2011, <i>Getting to Yes: Negotiating Agreement Without Giving In</i>, Penguin Books, New York.</li> <li>16. Lewicki, R., 2021, <i>Essentials of Negotiation</i>, McGraw-Hill Interamericana de España S.L.; 7th edition.</li> <li>17. Lewicki, Roy, Barry, Bruce, Saunders, David, 2010, <i>Essentials of Negotiation</i>, McGraw Hill, New York.</li> <li>18. Petrescu, D. C. (2015), <i>Business Negotiation</i>, course notes.</li> <li>19. Shell, G. Richard, 2006, <i>Bargaining for Advantage: Negotiation Strategies for Reasonable People</i>, Penguin Books, New York.</li> <li>20. Stone, Douglas, Patton, Bruce, Heen, Sheila, 2010, <i>Difficult Conversations: How to Discuss What Matters Most</i>, Penguin Books, New York.</li> <li>21. Thompson, Leigh, 2011, <i>The Mind and Heart of the Negotiator</i> (5th Edition), Prentice Hall.</li> </ol> <p>Environment, sustainability, economics, tourism and hospitality:</p> <ol style="list-style-type: none"> <li>22. Buckley, Ralf C., 2008, <i>Ecotourism: Principles and Practices</i>, CABI Tourism Texts.</li> <li>23. Callan, Scott J., Thomas, Janet M., 2012, <i>Environmental Economics and Management: Theory, Policy, and Applications</i>, 6<sup>th</sup> ed., Cengage Learning.</li> <li>24. Field, Barry C., 2008, <i>Natural Resource Economics: An Introduction</i>, Waveland Pr Inc.</li> <li>25. Field, Barry, Field, Martha, 2012, <i>Environmental Economics: An Introduction</i>, The McGraw-Hill.</li> <li>26. Sloan, Philip, Legrand, Willy, Joseph S., Chen, 2013, <i>Sustainability in the Hospitality Industry. Principles of Sustainable Operations</i>, 2nd Ed, Routledge.</li> <li>27. Tietenberg, Tom, Lewis, Lynne, 2009, <i>Environmental Economics &amp; Policy</i> (6th Edition), Prentice Hall.</li> </ol>	



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|  | 28. Rogers, Peter, Jalal, Kazi F., John A., Boyd, 2007, <i>An Introduction to Sustainable Development</i> , Routledge.<br>29. Voss, C., Raz, T., 2018, <i>Negotiating as If Your Life Depended on It</i> , HarperBusiness Publishing House. |
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### 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

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| <ul style="list-style-type: none"><li>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.</li></ul> |
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### 10. Evaluation

The evaluation method is maintained for the re-examination.

In order to calculate the final grade by summing up the points obtained during the semester, it is necessary to obtain at least 50% of the maximum score related to the written exam.

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share in final grade
10.4. Course	Knowledge of the presented theoretical concepts Correct application of theory to practice	Project*	60%
10.5. Seminar/lab activities	Interest in individual preparation, seriousness in addressing seminar work	Points for active participation in seminars	40%
	* The project will be done individually and will be defended. Group projects can be approved if the work is extensive and requires the collaboration between students. In this case, the tasks will be clearly assigned by the professor and agreed by students. The theme will correspond to the content of the discipline and it will be approved by the professor. Participation in the exam is based on the appointment on a specific exam date. Participation must be communicated to the course and seminar professors in the form and by the deadline set by them. The points for the "Assignments during the semester" and for the "Points for active participation in seminars" can be obtained only during the semester course/seminar hours and they will not change for re-examination.		

### 10.6. Minimum performance standards

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| <ul style="list-style-type: none"><li>➤ Knowledge of the presented theoretical concepts</li><li>➤ Correct application of theory into practice through simple exercises/case studies.</li><li>➤ Understanding of economical meaning of results obtained</li></ul> |
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Date

Signature of course coordinator

Signature of seminar coordinator

29.09.2023

Prof. Dr. Dacinia Crina Petrescu

Dr. Daniel Malutan

Date of approval

Signature of the Head of department

11.10.2023

Assoc. prof. PhD Marius Bota