



## SYLLABUS Academic year 2022-2023

### 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	Business Negotiation for Hospitality and Tourism in Sustainability Context						
2.2. Code	IME0041						
2.3. Course coordinator	Prof. PhD Dacia Crina Petrescu						
2.4. Seminar coordinator	Prof. PhD Dacia Crina Petrescu						
2.5. Year of study	I	2.6. Semester	II	2.7. Type of evaluation	Continous	2.8. Type of course	Compulsory (DS)

### 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	Evaluation
Professional competencies	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	Project (100%)
		C 3 Ability to identify and diagnose the influences of global economic, political, cultural, and environmental factors specific to the hospitality and tourism sector, both internationally and locally	Project (50%), seminar assignments (50%)
		C 4 Drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools	Project (50%), seminar assignments (50%)
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 CT 2 Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses	Seminar project (100%) (for the elaboration and presentation of the project)

Professional competencies	Gathering, processing, and analysing data regarding the interaction between a company/ an organisation and the external environment Research of business environment to make business decisions
Transversal competencies	Implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

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

7.1. General objective 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</li> </ul>
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	their practical skills to become better negotiators in hospitality, tourism and more, taking into account the needs of sustainable development.	
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, Dacinia Crina (2015), <i>Negocieri în afaceri</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> </ol>	

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>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>, Routledge.</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., 2021, <i>Essentials of Negotiation</i>, McGraw-Hill Interamericana de España S.L.; 7th edition.</li> <li>6. Lewicki, Roy, Barry, Bruce, Saunders, David, 2010, <i>Essentials of Negotiation</i>, McGraw Hill, New York.</li> <li>7. Petrescu, Dacinia Crina (2015), <i>Negocieri în afaceri</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> </ol> <p>Environment, sustainability, economics, tourism and hospitality:</p> <ol style="list-style-type: none"> <li>11. Buckley, Ralf C., 2008, <i>Ecotourism: Principles and Practices</i>, CABI Tourism Texts.</li> <li>12. 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>13. Field, Barry C., 2008, <i>Natural Resource Economics: An Introduction</i>, Waveland Pr Inc.</li> <li>14. Field, Barry, Field, Martha, 2012, <i>Environmental Economics: An Introduction</i>, The McGraw-Hill.</li> <li>15. Sloan, Philip, Legrand, Willy, Joseph S., Chen, 2013, <i>Sustainability in the Hospitality Industry. Principles of Sustainable Operations</i>, 2nd Ed, Routledge.</li> <li>16. Tietenberg, Tom, Lewis, Lynne, 2009, <i>Environmental Economics &amp; Policy</i> (6th Edition), Prentice Hall.</li> <li>17. Rogers, Peter, Jalal, Kazi F., John A., Boyd, 2007, <i>An Introduction to Sustainable Development</i>, Routledge.</li> </ol>
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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**

- 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 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	Correct resolutions of exercises, case studies, assignments	Assignments during the semester	20%
	Interest in individual preparation, seriousness in addressing seminar work	Points for active participation in seminars	20%
<p>* 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.</p>			



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

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

**Date**

**Signature of course coordinator**

**Signature of seminar coordinator**

**Prof. PhD Dacina Crina Petrescu**

**Prof. PhD Dacina Crina Petrescu**

**Date of approval**

**Signature of the Head of department**

**Assoc. prof. PhD Oana Gica**