



SYLLABUS

Business Negotiation Techniques in a Sustainable Context

Academic year 2025-2026

1. Information regarding the programme

1.1. Higher education institution	Babeș-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	Procurement and Supply chain management
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Business Negotiation Techniques in a Sustainable Context					Discipline code		IME0092		
2.2. Course coordinator			Prof. dr. habil. Dacinia-Crina Petrescu								
2.3. Seminar coordinator			Prof. dr. habil. Dacinia-Crina Petrescu								
2.4. Year of study		II	2.5. Semester		III	2.6. Type of evaluation		E	2.7. Discipline regime		Mandatory

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

3.1. Hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	of which: 3.5 course	28	3.6 seminar/laborator	14
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					32
Additional documentation (in libraries, on electronic platforms, field documentation)					32
Preparation for seminars/labs, homework, papers, portfolios and essays					32
Tutorship					2
Evaluations					2
Other activities:					8
3.7. Total individual study hours (=3.8-3.4.)	108				
3.8. Total hours per semester (nr credite X25)	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	Room equipped with video-projector, computer
5.2. for the seminar /lab activities	Room equipped with video-projector, computer

6. Specific competencies acquired

Professional /essential competencies	<ul style="list-style-type: none">Consider economic criteria in decision-making
Transversal competencies	<ul style="list-style-type: none">Applies ethical and sustainable thinking

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

7.1 General objective of the discipline	<ul style="list-style-type: none">The course aims to provide students with the theoretical foundation to understand the nature and structure of negotiation and to improve their practical skills with the aim of becoming better negotiators, also taking into account the principles of sustainable development.
7.2 Specific objective of the discipline	<ul style="list-style-type: none">Present the sustainable development concept.Present the need, role, and constraints of sustainable development in business.Present the essential communication skills necessary for negotiation.Analyze constructive methods of conflict management in negotiation.Present types of negotiators and negotiation styles.Present and analyze the negotiation strategies.Present and analyze negotiation tactics.Present the negotiation stages, negotiation plan, and negotiation analysis framework.Present essential elements for negotiation.Present alternative conflict resolution methods.

8. Content

8.1 Course	Teaching methods	Remarks
Basic concepts related to the environment and sustainable development	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	1 course
Major current problems related to the environment - climate, biodiversity, waste, resources	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied course assignments	2 courses
The use and necessity of negotiation in business and the connection to sustainable development	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	2 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	2 courses
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. 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">1. Blewit, John, 2014, <i>Understanding Sustainable Development</i>, 2ed ed., Routledge.2. Cialdini, Robert, 2006, <i>Influence: The Psychology of Persuasion</i>, Harper Business., USA3. Cordell, Andrea, 2019, <i>The Negotiation Handbook</i>, 2nd edition, Routledge, London; New York.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. Fisher, Roger, Ury, William, Patton, Bruce, 2011, <i>Getting to Yes: Negotiating Agreement Without Giving In</i>, Penguin Books, New York.6. Lewicki, Roy, 2021, <i>Essentials of Negotiation</i>, 7th edition, McGraw-Hill, New York.7. Lewicki, Roy, Barry, Bruce, Saunders, David, 2010, <i>Essentials of Negotiation</i>, McGraw Hill, New York.8. Petrescu, Dacia Crina (2015), <i>Business Negotiation</i>, course notes.9. Shell, G. Richard, 2006, <i>Bargaining for Advantage: Negotiation Strategies for Reasonable People</i>, Penguin Books, New York.10. Stone, Douglas, Patton, Bruce, Heen, Sheila, 2010, <i>Difficult Conversations: How to Discuss What Matters Most</i>, Penguin Books, New York.11. Thompson, Leigh, 2011, <i>The Mind and Heart of the Negotiator</i> (5th Edition), Prentice Hall.		
8.2 Seminar / laboratory	Teaching methods	Remarks
Basic concepts related to the environment and sustainable development	Exemplification, analysis, case studies	1 hour LP
Major current problems related to the environment - climate, biodiversity, waste, resources	Exemplification, analysis, case studies	2 hours LP
The use and necessity of negotiation in business and the connection to sustainable development	Exemplification, analysis, case studies	1 hour LP
Essential communication skills necessary for negotiation	Exemplification, analysis, case studies	2 hours LP
Constructive Conflict Management in Negotiation; Types of Negotiators and Negotiation Styles	Exemplification, analysis, case studies	2 hours LP
Negotiation Stages. Negotiation Plan. Negotiation Analysis	Exemplification, analysis, case studies	1 hour LP
Negotiation Strategies	Exemplification, analysis, case studies	1 hour LP



Negotiation Tactics	Exemplification, analysis, case studies	2 hours LP
Elements Essential to Negotiation. Alternative Dispute Resolution	Exemplification, analysis, case studies	1 hour LP
Synthesis of presented notions	Exemplification, analysis, case studies	1 hour LP
Bibliography <ol style="list-style-type: none"> Blewit, John, 2014, <i>Understanding Sustainable Development</i>, 2ed ed., Routledge. Cialdini, Robert, 2006, <i>Influence: The Psychology of Persuasion</i>, Harper Business., USA Cordell, Andrea, 2019, <i>The Negotiation Handbook</i>, 2nd edition, Routledge, London; New York. Dawson, Roger, 2010, <i>Secrets of Power Negotiating. 15th Anniversary Edition: Inside Secrets from a Master Negotiator</i>, The Career Press, Inc., USA. Fisher, Roger, Ury, William, Patton, Bruce, 2011, <i>Getting to Yes: Negotiating Agreement Without Giving In</i>, Penguin Books, New York. Lewicki, Roy, 2021, <i>Essentials of Negotiation</i>, 7th edition, McGraw-Hill, New York. Lewicki, Roy, Barry, Bruce, Saunders, David, 2010, <i>Essentials of Negotiation</i>, McGraw Hill, New York. Petrescu, Dacinia Crina (2015), <i>Business Negotiation</i>, course notes. Shell, G. Richard, 2006, <i>Bargaining for Advantage: Negotiation Strategies for Reasonable People</i>, Penguin Books, New York. Stone, Douglas, Patton, Bruce, Heen, Sheila, 2010, <i>Difficult Conversations: How to Discuss What Matters Most</i>, Penguin Books, New York. Thompson, Leigh, 2011, <i>The Mind and Heart of the Negotiator</i> (5th 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

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Knowledge of the presented theoretical concepts	Exam*	60%
	Correct application of theory to practice		
10.5 Seminar/laboratory	Correct resolutions of exercises, case studies, assignments	Assignments during the semester	40%
10.6 Minimum standard of performance			
Knowledge of the basics of negotiations and sustainable development.			
* 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 they set.			

11. Labels ODD (Sustainable Development Goals)

 4 EDUCATIE DE CALITATE	 8 MUNCĂ DECENTĂ ȘI CREȘTERE ECONOMICĂ	 12 CONSUM ȘI PRODUCȚIE RESPONSABILĂ	 17 PARTENERIATE PENTRU REALIZAREA OBIECTIVELOR
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Date:
25.02.2025

Signature of course coordinator

Signature of seminar coordinator

Prof. dr. habil. Dacina-Crina Petrescu

Prof. dr. habil. Dacina-Crina Petrescu

Date of approval:
27.02.2025

Signature of the head of department

Assoc. prof. Marius Bota, PhD