



COURSE DESCRIPTION
Business Negotiation
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Bachelor
1.6. Degree programme / Qualification	Business Administration / Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Business Negotiation			Codul disciplinei	ILE0022
2.2. Course coordinator	Prof. PhD Dacina Crina Petrescu				
2.3. Seminar coordinator	Assist. Prof. PhD Daniel Maluțan				
2.4. Year of study	III	2.5. Semester	I	2.6. Type of assessment	Exam
2.7. Course status	Compulsory			2.8. Course type	Specialisation subject

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	4	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	2
3.4. Total of hours in the curriculum	56	of which: 3.5. course	28	3.6. seminar/ laboratory	28
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					20
Additional research in the library, on subject-specific electronic platforms, and on-site					17
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					20
Tutoring (professional guidance)					2
Examinations					2
Other activities					8
3.7. Total hours of individual study (IS) and self-taught activities (ST)				69	
3.8. Total hours per semester				125	
3.9. Number of credits				5	

4. Prerequisites (where applicable)

4.1. curriculum-related	-
4.2. skills-related	-

5. Specific conditions (where applicable)

5.1. course-related	Classroom with computer and projector
5.2. seminar/laboratory-related	Classroom with computer and projector

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC3	Negotiating contract clauses and managing the relationships with clients and suppliers.
Transversal competencies	
Competency code	Competency
TC1	Implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC3, TC1	RDS3. 18. The graduate has knowledge of micro- and macro-marketing elements.	RDS3. 18. The graduate demonstrates having the ability to identify and analyse the elements of the micro- and macro-marketing environment.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student defines the fundamental concepts of negotiation (definition, typology, principles) and understands the role of negotiation in the business environment.
2. The student describes the factors influencing the development of negotiation processes and the elements essential to negotiation (interests, power, alternatives, etc.).
3. The student explains the role of business communication as the main instrument of negotiation, as well as the methods of constructive conflict management and alternative dispute resolution.
4. The student identifies the stages of negotiation, negotiation strategies and tactics, the types of negotiators, and negotiation styles.
Specific academic skills
1. The student applies appropriate negotiation strategies and tactics in order to effectively manage interactions with business partners and other stakeholders.
2. The student develops a negotiation plan and critically analyses a negotiation situation, grounding decisions on economic criteria.
3. The student uses communication techniques and constructive conflict-resolution techniques in order to obtain advantageous and fair outcomes in negotiation.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
Introductory course: the importance of negotiation	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	1 course
Business communication and negotiation (process, effectiveness, persuasion, etc.)	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	3 courses
Constructive conflict management in negotiation	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	1 course
Negotiation stages. Negotiation plan. Negotiation analysis	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	1 course
Negotiation strategies	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	1 course
Negotiation tactics (generosity, flank attack, psychological war, silence, etc.)	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	2 courses
Elements essential to negotiation (subject, interests, power, etc.)	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	2 courses
Alternative dispute resolution. Types of negotiators, negotiation styles, types of negotiation	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	2 courses
Business negotiation – a general view. Synthesis of the presented concepts	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	1 course
Bibliography		
Cordell, A. (2019), The Negotiation Handbook, Routledge. Cialdini, R. B. (2006), Influence: The Psychology of Persuasion, Harper Business, USA. Fisher, R., Ury, W., Patton, B. (2011), Getting to Yes: Negotiating Agreement Without Giving In, Penguin Books, New York. Lewicki, R. J. (2021), Essentials of Negotiation, 7th edition, McGraw-Hill, New York. Lewicki, R. J., Saunders, D. M., Barry, B. (2006), Negotiation, McGraw-Hill, Boston. Shell, G. R. (2006), Bargaining for Advantage: Negotiation Strategies for Reasonable People, Penguin Books, New York. Voss, C., Raz, T. (2018), Never Split the Difference: Negotiating as If Your Life Depended on It, HarperBusiness. Adair, W., Olekalns, M. (2013), Handbook of Research on Negotiation, Edward Elgar, Cheltenham. Asherman, I. (2012), Negotiation at Work: Maximize Your Team's Skills with 60 High-impact Activities, AMACOM, New York. Benoliel, M. (2014), Negotiation Excellence: Successful Deal Making, World Scientific, Hackensack, NJ. De Cremer, D., Pillutla, M. M. (2012), Making Negotiations Predictable: What Science Tells Us?, Palgrave Macmillan, New York. Korda, P. (2011), The Five Golden Rules of Negotiation, Business Expert Press, New York. McCarthy, A., Hay, S. (2015), Advanced Negotiation Techniques, Apress. Moore, C. W., Woodrow, P. J. (2010), Handbook of Global and Multicultural Negotiation, Jossey-Bass, San Francisco, CA. Opresnik, M. O. (2014), Hidden Rules of Successful Negotiation and Communication: Getting to Yes!, Springer, Cham. Petrescu, D. C. (2015), Business Negotiation, course notes.		

Pruitt, D. G., Warr, P. (2013), Negotiation Behavior, Academic Press, Burlington.
 Rubin, J. Z., Brown, B. R. (2013), The Social Psychology of Bargaining and Negotiation, Academic Press, Burlington.
 Singh, B. D. (2010), Managing Conflict and Negotiation, Excel Books, New Delhi.

8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Introductory seminar: the importance of negotiation	Exemplification, analysis, case studies	1 seminar
Business communication and negotiation (process, effectiveness, persuasion, etc.)	Exemplification, analysis, case studies	3 seminars
Constructive conflict management in negotiation	Exemplification, analysis, case studies	1 seminar
Negotiation stages. Negotiation plan. Negotiation analysis	Exemplification, analysis, case studies	1 seminar
Negotiation strategies	Exemplification, analysis, case studies	1 seminar
Negotiation tactics (generosity, flank attack, psychological war, silence, etc.)	Exemplification, analysis, case studies	2 seminars
Elements essential to negotiation (subject, interests, power, etc.)	Exemplification, analysis, case studies	2 seminars
Alternative dispute resolution. Types of negotiators, negotiation styles, types of negotiation	Exemplification, analysis, case studies	2 seminars
Business negotiation – a general view. Synthesis of the presented concepts	Exemplification, analysis, case studies	1 seminar

Bibliography

Cordell, A. (2019), The Negotiation Handbook, Routledge.
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9. Evaluation

- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	Knowledge of the presented theoretical concepts. Correct application of theory to practice.	Final examination (evaluation during the exam session).	60%

9.5. Seminar/ laboratory	Correctly solving exercises, projects, and case studies.	Projects / Assignments (evaluation during the semester, at the dates established by the seminar coordinator).	40%
	The grading for correctly solving exercises and case studies, as well as for interest in individual preparation and seriousness in addressing issues, can be obtained only during the seminar hours and will not change for re-examination. The score for the seminar activity is awarded only during the seminar hours and remains the same for re-examination. Participation in the exam is based on scheduling on a certain exam date and must be communicated to the course and seminar coordinators in the form and within the deadline established by them. 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 score related to the written exam.		
9.6 Minimum standard for passing			
Knowledge of the basic theoretical concepts presented. Correct application of theory to practice through simple exercises/case studies. Economic interpretation of the obtained results.			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
								Nu se aplică nici o etichetă

Date of entry:	Signature of course coordinator	Signature of seminar coordinator
22.05.26	Prof. PhD Dacina Crina Petrescu	Assist. Prof. PhD Daniel Maluțan
Date of approval in the department:	Signature of the head of department	
27.05.26	Assoc. Prof. Marius BOTA, PhD	

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."