



COURSE DESCRIPTION
Business Negotiation in a Sustainable Context
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	Master
1.6. Degree programme / Qualification	Business Administration in Hospitality and International Tourism / Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline	Business Negotiation in a Sustainable Context			Codul disciplinei	IME0041
2.2. Course coordinator	Prof. PhD Dacina Crina Petrescu				
2.3. Seminar coordinator	Prof. PhD Dacina Crina Petrescu				
2.4. Year of study	II	2.5. Semester	3	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	3	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	42	of which: 3.5. course	28	3.6. seminar/ laboratory	14
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					32
Additional research in the library, on subject-specific electronic platforms, and on-site					32
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					32
Tutoring (professional guidance)					2
Examinations					2
Other activities					8
3.7. Total hours of individual study (IS) and self-taught activities (ST)				108	
3.8. Total hours per semester				150	
3.9. Number of credits				6	

4. Prerequisites (where applicable)

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

5. Specific conditions (where applicable)

5.1. course-related	Classroom with videoprojector, computer
5.2. seminar/laboratory-related	Classroom with videoprojector, computer

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
CP2	Advanced knowledge of concepts, techniques, and methods used in the scientific and applied research specific to the hospitality and tourism sector.
Transversal competencies	
Competency code	Competency
CT1	Use of professional ethics standards and values specific to the field of hospitality and tourism.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
CP2, CT1	RDS3. 3. The graduate has in-depth knowledge of micro- and macro-marketing components, as well as regarding their implications for international businesses in the hospitality industry and tourism.	RDS3. 3. The graduate has an advanced ability to identify and analyse various opportunities to adapt businesses operating in the hospitality industry and international tourism to the elements of the micro- and macro-marketing environment, using specific techniques and tools.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student explains the fundamentals of negotiation (definition, typology, principles) in the context of sustainable development.
2. The student describes the essential communication skills and the methods of constructive conflict management in negotiation.
3. The student identifies negotiation stages, strategies, tactics, types of negotiators and negotiation styles, and their connection to sustainability.
Specific academic skills
1. The student applies appropriate negotiation strategies and tactics to manage business interactions in a sustainable-development context.
2. The student develops and analyses a negotiation plan, grounding decisions on economic and sustainability criteria.
3. The student uses communication and constructive conflict-resolution techniques to reach advantageous and sustainable agreements.

8. Contents

8.1. Course	Teaching and learning 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		
Blewit, John, 2014, Understanding Sustainable Development, 2ed., Routledge. Cialdini, Robert, 2006, Influence: The Psychology of Persuasion, Harper Business., USA Cordell, Andrea, 2019, The Negotiation Handbook, 2nd edition, Routledge, London; New York. Dawson, Roger, 2010, Secrets of Power Negotiating. 15th Anniversary Edition: Inside Secrets from a Master Negotiator, The Career Press, Inc., USA. Fisher, Roger, Ury, William, Patton, Bruce, 2011, Getting to Yes: Negotiating Agreement Without Giving In, Penguin Books, New York. Lewicki, Roy, 2021, Essentials of Negotiation, 7th edition, McGraw-Hill, New York. Lewicki, Roy, Barry, Bruce, Saunders, David, 2010, Essentials of Negotiation, McGraw Hill, New York. Petrescu, Dacia Crina (2015), Business Negotiation, course notes. Shell, G. Richard, 2006, Bargaining for Advantage: Negotiation Strategies for Reasonable People, Penguin Books, New York. Stone, Douglas, Patton, Bruce, Heen, Sheila, 2010, Difficult Conversations: How to Discuss What Matters Most, Penguin Books, New York. Thompson, Leigh, 2011, The Mind and Heart of the Negotiator (5th Edition), Prentice Hall.		

8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
Basic concepts related to the environment and sustainable development	Exemplification, analysis, case studies	1 hour
Major current problems related to the environment - climate, biodiversity, waste, resources	Exemplification, analysis, case studies	2 hours
The use and necessity of negotiation in business and the connection to sustainable development	Exemplification, analysis, case studies	1 hour
Essential communication skills necessary for negotiation	Exemplification, analysis, case studies	2 hours
Constructive Conflict Management in Negotiation; Types of Negotiators and Negotiation Styles	Exemplification, analysis, case studies	2 hours
Negotiation Stages. Negotiation Plan. Negotiation Analysis	Exemplification, analysis, case studies	1 hour
Negotiation Strategies	Exemplification, analysis, case studies	1 hour
Negotiation Tactics	Exemplification, analysis, case studies	2 hours
Elements Essential to Negotiation. Alternative Dispute Resolution	Exemplification, analysis, case studies	1 hour
Synthesis of presented notions	Exemplification, analysis, case studies	1 hour
Bibliography		
Blewit, John, 2014, Understanding Sustainable Development, 2ed ed., Routledge. Cialdini, Robert, 2006, Influence: The Psychology of Persuasion, Harper Business., USA Cordell, Andrea, 2019, The Negotiation Handbook, 2nd edition, Routledge, London; New York. Dawson, Roger, 2010, Secrets of Power Negotiating. 15th Anniversary Edition: Inside Secrets from a Master Negotiator, The Career Press, Inc., USA. Fisher, Roger, Ury, William, Patton, Bruce, 2011, Getting to Yes: Negotiating Agreement Without Giving In, Penguin Books, New York. Lewicki, Roy, 2021, Essentials of Negotiation, 7th edition, McGraw-Hill, New York. Lewicki, Roy, Barry, Bruce, Saunders, David, 2010, Essentials of Negotiation, McGraw Hill, New York. Petrescu, Dacia Crina (2015), Business Negotiation, course notes. Shell, G. Richard, 2006, Bargaining for Advantage: Negotiation Strategies for Reasonable People, Penguin Books, New York. Stone, Douglas, Patton, Bruce, Heen, Sheila, 2010, Difficult Conversations: How to Discuss What Matters Most, Penguin Books, New York. Thompson, Leigh, 2011, The Mind and Heart of the Negotiator (5th Edition), Prentice Hall.		

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.	Project (exam session).	60%
	Correct application of theory to practice.		
9.5. Seminar/ laboratory	Correct resolution of exercises, case studies, assignments.	Assignments during the semester (evaluation during the semester,	40%

		at the dates established by the seminar coordinator).	
9.6 Minimum standard for passing			
Knowledge of the basics of negotiation and sustainable development.			

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. dr. habil. Dacina-Crina Petrescu	Prof. dr. habil. Dacina-Crina Petrescu
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."