

Business Negotiations

Catedra responsabilă	BA, REI, Turism
Treapta de studii	Studii superioare de licență, ciclul I
Programul de studiu	REI
Tipul unității de curs	Fundamentală, obligatorie
Credite ECTS	5
Numărul de ore de contact/ Numărul total de ore	60/150
Forma de evaluare	Examen
Anul de studiu / semestrul	Anul III, semestrul V
Limba de predare	eng
Titularul cursului	Drd, Trifonova Larisa, dr. Lisa Galina

Conținutul cursului:

Introduction.
 Understanding the negotiation
 Principles and concepts of negotiation
 Characteristics of Negotiations
 Stages of Negotiation.
 Interpersonal Relations.
 Negotiation Strategies and Styles.
 Negotiation Techniques and Tactics.
 Intercultural Negotiation .

Finalități de studiu:

This course will familiarize the student with various negotiation approaches and styles, including knowledge of competitive negotiation techniques and effective responses. The students will: Understand and develop effective strategies for each stage of a negotiation; Explore adversarial and collaborative bargaining; Understand ethical responsibilities of the lawyer representative; Learn techniques for concluding a negotiation successfully, including crafting durable and enforceable agreements; Identify cross-cultural challenges that can arise in negotiations; Enhance communication skills, emphasizing effective use of listening, persuasion and relationship-building; Develop personal grounding techniques and understand how grounding increases efficacy in negotiations; Strengthen creative ability to expand the range of options for resolving a dispute and to become good negotiators and to represent clients effectively in both transactional and dispute resolution settings, and achieving their business goals; to develop effective approaches to conducting business and reaching agreement in international business negotiation.

Students will be introduced to cross-cultural communication styles, national business expectations, and political interests that may diverge from the familiar and can often impede cross-border agreements.

Bibliografie:

Required readings:

1. Salacuse, Jeswald, The Global Negotiator: Making, Managing and Mending Deals Around the World in the Twenty-First Century, Palgrave MacMillan, New York, 2003.
2. Shell, G. Richard, Bargaining for Advantage (2nd edition), 2004
3. Fisher, Roger & William Uri. Getting to Yes (3rd edition), 2007
4. Pruteanu S. Manual de Comunicare si Negocieri in Afaceri. Iași: Polirom, 2000. 280 p.
5. Moraru D. Tehnici de Negociere. Note de curs. Timisoara 2004, 116 p.

Additional sources:

1. Stone, Douglas, Bruce Patton & Sheila Heen, Difficult Conversations (2nd edition)
2. The Business Strategy Game Simulation available at www.bsg-online.com

Links:

1. Harvard programes on negotiations <http://www.pon.harvard.edu/category/daily/business-negotiations>.
2. Business know-how <http://www.businessknowhow.com/marketing/businessnegotiation.htm>
3. Art of Negotiation http://www.huffingtonpost.com/maryellen-tribby/negotiation_b_3605194.html

4. Negotiating what you want <https://www.youtube.com/watch?v=MXFpOWDAhvM>
5. How to negotiate <https://www.youtube.com/watch?v=rCmvMDrCWjs>
6. The Art of Negotiation <https://www.youtube.com/watch?v=pjIPgJ1wBdM>
7. What the do not teach in business school <https://www.youtube.com/watch?v=mHVJF9VaWfo>