

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	BUCHAREST BUSINESS SCHOOL
1.3. Department	ECONOMIC DEVELOPMENT OF THE COMPANY
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Cycle of studies	MASTER STUDIES
1.6. Education type	FULL-TIME / PART-TIME
1.7. Study programme	INDE Romanian-French MBA
1.8. Language of study	English
1.9. Academic year	2016-2017

2. Information on the discipline

2.1. Name	Negotiations								
2.2. Code									
2.3. Year of study	2	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	5
2.8. Leaders	C(C)								
	S(S)								

3. Estimated Total Time

3.1. Number of weeks	14,00		
3.2. Number of hours per week	3,00	of which	
		C(C)	2,00
		S(S)	1,00
3.3. Total hours from curriculum	42,00	of which	
		C(C)	28,00
		S(S)	14,00
3.4. Total hours of study per semester (ECTS*25)	125,00		
3.5. Total hours of individual study	83,00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	34,00		
Additional documentation in the library, on specialized online platforms and in the field	14,00		
Preparation of seminars, labs, assignments, portfolios and essays	28,00		
Tutorials	3,00		
Examinations	3,00		
Other activities	1,00		

4. Prerequisites

4.1. of curriculum	NA
4.2. of competences	NA

5. Conditions

for the C(C)	Classrooms disposing of multimedia equipment and internet access
for the S(S)	Classrooms disposing of multimedia equipment and internet access

6. Acquired specific competences

PROFESSIONAL	C3	Formulation and substantiation of the policies and business strategies through joining specialized knowledge with experience
PROFESSIONAL	C4	Designing solutions and/or capitalization of opportunities regarding the achievement of objectives and performance criteria
PROFESSIONAL	C5	Formulation and substantiation of decisions in a holistic manner, which integrates the interests of all the factors directly involved or bilaterally affected.
PROFESSIONAL	C7	Internationalization, regionalization, globalization of the business

7. Objectives of the discipline

7.1. General objective	Understanding the negotiation and negotiation processes, master the appropriate toolbox for negotiation analysis and relevant decision making and be able to apply these concepts and tools to a variety of practical business cases.
7.2. Specific objectives	<ol style="list-style-type: none"> 1. Recognize the importance of the negotiation 2. Adequately address negotiation as a social communication process 3. Develop a comprehensive and relevant analysis of the negotiation's environment including between other things, the interests and best alternatives to negotiation of the various stakeholders 4. Consider cultural as well as individual / psychological factors 5. Utilize the role of information and communication in decision making 6. Develop a convincing / persuasive argumentation 7. Transform when possible distributive negotiations into integrative ones 8. In the case of N party negotiations ($N > 2$) analyze the effect of coalitions 9. Anticipate the impact of third-parties and take decisions accordingly 10. Apply efficiently the available decision making tools

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Negotiations in management; Core characteristics of a negotiation process; The role of culture in negotiation	PPT presentation, active participation of students	Raising questions and making relevant comments and suggestions on the course
2	Decision biases, experimental psychology and Prospect Theory	PPT presentation, case study, active participation of students	Solving exercises and making individual and/or team presentations of case studies
3	The prescriptive / normative approach to decision making	PPT presentation, case study, active participation of students	Solving exercises and making individual and/or team presentations of case studies
4	Uncertainties, outcomes and utilities in negotiations	PPT presentation, case study, active participation of students	Solving exercises and making individual and/or team presentations of case studies
5	Structural categorization of negotiations	PPT presentation, case study, active participation of students	Solving exercises and making individual and/or team presentations of case studies

6	Game theoretic tools for two party negotiations 1: basic concepts and solutions	PPT presentation, case study, active participation of students	Solving exercises and making individual and/or team presentations of case studies
7	Game theoretic tools for two party negotiations 2: bargaining processes	PPT presentation, case study, active participation of students, exercise	Solving exercises and making individual and/or team presentations of case studies
8	N party negotiations	PPT presentation, case study, active participation of students, exercise	Solving exercises and making individual and/or team presentations of case studies
9	Mediation and arbitration	PPT presentation, case study, active participation of students, negotiation game	Participating in the negotiation game
10	Negotiation games	Negotiation game	Participating in the negotiation game

Bibliography

“The Art and Science of Negotiation”, Howard Raiffa, Harvard University Press, 2003
 “How to win every Argument: The Use and Abuse of Logic”, Madsen Pierie , Continuum International Publishing Group, 2006
 “Getting to Yes”, Roger Fisher, William Ury, Bruce Patton, Arrow Books Limited, 1991
 “Advances in Prospect Theory”, Daniel Kahneman & Amos Tversky TVERSKY, Journal of Risk and Uncertainty, 5(4), 297–323, 1992
 Carrell, R.M.; Heavrin, C. (2008). Negotiating Essentials. Theory, Skills and Practices, New Jersey: Pearson& Prentice Hall
 Thompson, L.L. (2005). The Mind and Heart of the Negotiator. Third Edition, International Edition, New Jersey: Pearson& Prentice Hall

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Caracteristicile cheie ale procesului de negociere	Active participation of students	Raising questions and making relevant comments and suggestions
2	Negociatorul și limbajul de negociere	Case study, active participation of students	Solving exercises and making individual and/or team presentations of case studies
3	Etapelile procesului de negociere	Case study, active participation of students	Solving exercises and making individual and/or team presentations of case studies
4	Strategii și tehnici de negociere	Case study, active participation of students	Solving exercises and making individual and/or team presentations of case studies
5	Negocierea integrativă	Case study, active participation of students	Solving exercises and making individual and/or team presentations of case studies
6	Negocierea distributivă	Case study, active participation of students	Solving exercises and making individual and/or team presentations of case studies
7	Interes vs. poziție în negociere	Case study, active participation of students, exerciții	Solving exercises and making individual and/or team presentations of case studies
8	Etică, corectitudine și încredere în negociere	Case study, active participation of students, exerciții	Solving exercises and making individual and/or team presentations of case studies

9	Medierea și arbitrajul	Case study, active participation of students, exerciții	Negotiation game
10	Analiza procesului de negociere	Negotiation game	Negotiation game

Bibliography

“The Art and Science of Negotiation”, Howard Raiffa, Harvard University Press, 2003
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9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The content is identical with the curricula of the MBA program delivered by the partener university (CNAM) and it is consistent with the curricula of most of MBA programs from all over the world.

In order to better adapt the content to labour market requirements, meetings were deployed with business representatives, business analysts and praticiens from the field, former students from both Romania and France.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Case write-ups & presentations (style, structure, explanations, information, ideas)	4 case write-ups, a 20 minute PPT presentation	40,00
10.2. S(S)	Student participation (style, structure, explanations, information, ideas)	In-class participation of the student, the way the student has satisfied the assignments given	20,00
10.5. Final assessment	Final examination (style, structure, explanations, information, ideas)	A case write-up, a 20 minute PPT presentation, a 5 page written report	40,00
10.6. Modality of grading	Whole notes 1-10		
10.7. Minimum standard of performance	A case write-up, a 20 minute PPT presentation, a 5 page individual written report, an assignment completed		

