

**“BOGDAN VODĂ” UNIVERSITY OF CLUJ-NAPOCA**  
**FACULTY OF ECONOMICAL STUDIES**  
**SPECIALIZATION: MANAGEMENT, FINANCE AND BANKS, ACCOUNTING**  
**AND MANAGEMENT INFORMATICS**  
**ACADEMIC YEAR 2010-2011**

**DISCIPLINE FILE**

Name of discipline	<b>COMMUNICATION AND NEGOTIATION IN BUSINESS</b>				
Code of discipline	MC 3205	Year	III	Number of credits	5
		Semester	II		

Faculty	ECONOMICAL SCIENCES	Number of hours in semester / activities		
Profile	ECONOMIC	Total	C	S
Specialization	MANAGEMENT	42	28	14

<b>Course type</b> DF - fundamental DS - specialized DC - complementary	<b>DS</b>
<b>Optional Course Category:</b> DI - imposed DO - optional DF - facultative	<b>DI</b>

<b>Previous disciplines</b>	Obligatory (conditioned)	-
	Recommended	-
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Understanding the concepts of communication and negotiation and their role in business;</li> <li>• Developing your personal abilities in communication and negotiation in business;</li> <li>• Awareness of the positive and negative effects of your own communication/negotiation style;</li> <li>• Developing communication skills for typing, analyzing and interpreting messages, acquiring the ability to request, reject, receive and give constructive feedback while being assertive in formulating a message and choosing the correct channel of communication;</li> <li>• Acquisition of the knowledge required to develop communication and negotiating strategies in business;</li> <li>• Appropriate use of negotiation techniques depending on the negotiating partners and their negotiating style.</li> </ul>	
<b>Content (description)</b>	<b>Chapter I</b> - Communication basics <b>Chapter II</b> - Listening and peception of messages <b>Chapter III</b> - Verbal and non-verbal communication <b>Chapter IV</b> - Written communication <b>Chapter V</b> - Interpersonal communication <b>Chapter VI</b> - Group communication <b>Chapter VII</b> - Negotiation basics	

	<p><b>Chapter VIII</b> - Techniques and tactics of negotiation  <b>Chapter IX</b> - Styles and types of negotiators  <b>Chapter X</b> - Techniques of argumentation and persuasion used in negotiations  <b>Chapter XI</b> - Addressing the objections and finalizing the negotiation  <b>Chapter XII</b> - Managerial / commercial negotiation</p>				
<b>Form of evaluation (E – exam, C – colloquy / final test, CW – control works)</b>		<b>E</b>			
<b>Final grade (percentage)</b>	Multiple choice test exam in 60% proportion Activity in seminars in 40% proportion				
<b>Bibliography</b>	<ol style="list-style-type: none"> <li>1. <b>Chelcea Septimiu, Ivan Loredana, Chelcea Adina</b> - <i>Comunicarea nonverbală: gesturile și postura</i>, Editura Comunicare.ro, SNSPA București, 2005.</li> <li>2. <b>Cohen Herb</b> – <i>Arta de a negocia. Cum să obții ceea ce vrei. Nimic nu se pierde, totul se negociază</i>. Editura Humanitas, București, 2008.</li> <li>3. <b>Dinu Mihai</b> – <i>Comunicarea – repere fundamentale</i>, Editura Orizonturi, București, 2007.</li> <li>4. <b>Heeper Astrid, Schmidt Michael</b> – <i>Tehnici de negociere</i>, Editura Bic All, București, 2007.</li> <li>5. <b>King Larry</b> – <i>Secretele comunicării</i>, Editura Amaltea, București, 2004.</li> <li>6. <b>Prutianu Ștefan</b> – <i>Manual de comunicare și negociere în afaceri, Vol. I Comunicarea, Vol. II Negocierea</i>, Editura Polirom, Iași, 2000.</li> <li>7. <b>Pânișoară Ion-Ovidiu</b> – <i>Comunicarea eficientă</i>, Ediția a III-a, revăzută și adăugită, Editura Polirom, Iași, 2008</li> <li>8. <b>Prutianu Ștefan</b> – <i>Antrenamentul abilităților de negociere</i>, Editura Polirom, Iași, 2007.</li> <li>9. <b>Prutianu Ștefan</b> – <i>Antrenamentul abilităților de comunicare</i>, Editura Polirom, Iași, 2005.</li> <li>10. <b>Souni Hassan</b> – <i>Manipularea în negocieri</i>, Editura Antet, București, 1998.</li> <li>11. <b>Stanton Nicki</b> – <i>Mastering Communication</i>, Palgrave Macmillan Press Limited, United Kingdom, 2009.</li> <li>12. <b>Tran Vasile, Stănciugelu Irina</b> – <i>Teoria comunicării</i>, Editura Comunicare.ro, București, 2003.</li> <li>13. <b>Stancu Șerb</b> – <i>Relații publice și comunicare</i>, Editura Teora, București, 2005.</li> </ol>				
<b>List of necessary didactic materials</b>	<ul style="list-style-type: none"> <li>• Multimedia means, interactive teaching, partnership between the teacher and the student, scientific round-ups, advice schedule, etc.</li> <li>• The courses will be presented in Power Point with a projector. The students will have to research different cases and will be actively involved in the course and the seminars as in the “games” that are specific to the program.</li> </ul>				
<b>Course holder</b>	Didactic degree	Science title	First name	Name	Signature
	<b>LECTURER</b>	<b>PhD.</b>	<b>DANIELA</b>	<b>PIPAȘ</b>	