



COURSE OUTLINE

1. Information about the program

1.1 Higher education institution	“Alexandru Ioan Cuza” University of Iași
1.2 Faculty	Faculty of Economics and Business Administration
1.3 Departament	Management, Marketing and Business Administration
1.4 Field of study	Business Administration
1.5 Cycle of study	Bachelor
1.6 Study program / Qualification	Business Administration

2. Information about the course

2.1 Course title	Business Communication and Negotiation						
2.2 Course coordinator	Anca Maria Clipa, PhD						
2.3 Seminar coordinator	Anca Maria Clipa, PhD						
2.4 Year of study	2	2.5 Semester	3	2.6 Type of evaluation*	M	2.7 Course status**	C

* MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED; ** C-compulsory/O-optional/E-elective

3. Estimated time allocation (hours per semester and teaching activities)

3.1 Number of hours per week	4	out of which: 3.2 course	2	3.3 seminar / laboratory	2
3.4 Total number of hours per semester	56	out of which: 3.5 course	28	3.6 seminar / laboratory	56
Time allocation					H
Study based on course book, course materials, bibliography and other					30
Supplementary study in the library, on electronic platforms and on the field					30
Preparing seminars/laboratories, assignments, papers, portfolios and essays					30
Tutorship					4
Examination					
Other activities					
3.7 Total hours of individual study					94
3.8 Total hours per semester					150
3.9 Number of credits					5

4. Prerequisites (if applicable)

4.1 Referring to curriculum	Not necessary
4.2 Referring to competences	Not necessary

5. Conditions (if applicable)

5.1 For the course	Not necessary
5.2 For the seminar / laboratory	Not necessary



6. Specific competences accumulated

Professional competencies	C1/C 1 Understand the negotiation process, contract negotiation strategies, negotiators styles; C2/C 2 Explain and understand communication, active listening, train persuasion in argumentation/ counter argumentation and tolerance to adverse opinions in business situations; C3/C 3 Writing up business materials. Understand clear communication and negotiation in advantage principles aiming at the improvement of the functioning of an enterprise/organisation; C4/C 4 Train verbal, para verbal and nonverbal communication skills; refining the social skills necessary to practice business negotiations; creative and speculative thinking skills useful in the negotiation scenarios;
Transversal competencies	CT3 Identifying opportunities for ongoing negotiation training, gain flexibility and tolerance to adverse opinions, develop persuasion, argumentation, critical thinking. Understand the importance of clear communication, honesty and integrity

7. Course objectives (based on specific competencies accumulated)

7.1 General objective	Main objective: to train and develop business communication, relationship building and negotiation abilities
7.2 Specific objectives	After successfully finalizing this course, students will be able to: <ul style="list-style-type: none">▪ define and describe the human communication process and the negotiation process;▪ understand communication competency as a personal and organizational need; have a clear understanding of the nature of business communication, master oral and written skills for the workplace▪ use critical and speculative thinking through debates and negotiations; use adequately abilities in oral and written business communication;▪ master skills in designing and writing business documents.

**8. Content**

8.1	Course	Teaching methods	Observations (time and bibliography)
1.	Introduction	Interactive course, heuristic conversation	2 hours, Bovee C&Thill John
2.	Principles of effective business communication. Introduction to presentations	Interactive course	2 hours, Bovee C&Thill John, Harvard Business review on presentation
3.	Delivering Business Presentations. 2 groups presentation	Interactive course, tutorials	2 hours2 hours, Harvard Business review on presentation
4.	Non-verbal Communication	Interactive course, heuristic conversation, problem solving method	2 hours, DeVito
5.	Active Listening. Handling conflict	Interactive course, heuristic conversation, problem solving method	2 hours, Prof. Prutianu, Powerpoint presentation, DeVito
6.	Basics of Human Communication. Intercultural Communication	Interactive course, heuristic conversation, problem solving method	2 hours, Bovee C&Thill John, DeVito
7.	Introduction to Negotiations	Interactive course, heuristic conversation, problem solving method	2 hours, Prof. Prutianu, Powerpoint presentation, DeVito
8.	The Pragmatics of Negotiation (contract negotiation) , Nov 19 th 2021	Interactive course, heuristic conversation, problem solving method	2 hours, Prof. Prutianu, Powerpoint presentation, DeVito
9.	The Pragmatics of Negotiation. Selling Process	Interactive course, heuristic conversation, problem solving method	2 hours, Bovee C&Thill John, DeVito
10.	International Contract Negotiation	Interactive course, heuristic conversation, problem solving method	2 hours, Bovee C&Thill John, DeVito
11.	Introduction to Transactional Analysis	Interactive course, heuristic conversation, problem solving method	2 hours, Prof. Prutianu, Powerpoint presentation
12.	Writing employment messages and Interviewing for jobs	Interactive course, heuristic conversation, problem solving method	2 hours, Bovee C&Thill John
13.	In-Company Written Communication. Email, Report Writing	Interactive course, heuristic conversation, problem solving method	2 hours, Bovee C&Thill John
14.	Revision. Examination	Interactive course, heuristic conversation, problem solving method	2 hours, Bovee C&Thill John, DeVito, Prutianu

Bibliography**Main reading:**

- Bovee, C, Thill J. Business communication today, eleventh Edition 2012
- DeVito, J. – *Human Communication – The Basic Course* , Pearson Education, Twelfth Edition 2012
- Dudley D. Cahn, Ruth Anna Abigail *Managing Conflict through Communication: Pearson New International Edition*, 5/E, 2017

Optional reading:

- Littlejohn, A. - *Company to Company- a New Approach to Business Correspondence in English*,



Cambridge University Press, Cambridge, 1998.

- Shockley-Zalabak, Pamela S. – *Fundamentals of Organizational Communication. Knowledge, Sensitivity, Skills, Values*, Pearson Education, 2009
- Prutianu, Ștefan – *Tratat de comunicare și negociere în afaceri*, Polirom, 2008
- Thompson, Leigh L – *Truth About Negotiations*, FT Press, 2008
- Froemling, Kristin K.; Grice, George L.; Skinner, John F. – *Communication: The Handbook*, Allyn & Bacon, 2011

8.2	Seminar / Laboratory	Teaching methods	Observations (time)
1.	Introduction. Clarification of seminar objectives	Interactive teaching methods	2 hours
2.	Effective business presentations	Interactive teaching methods	4 hours
3.	Active Listening. Negotiations styles	Role play. Negotiation scenarios, Style assessment. Debate	4 hours
4.	Group communication. Persuasion scenarios.	Case study	4 hours
5	Contract writing	Interactive teaching methods	2 hours
4.	Contract negotiation 1	Negotiation scenarios: Interviewing for employment	3 hours
5.	Contract negotiation 2 (group 1 plus group2)	Negotiation scenarios	3 hours
6.	Written communication. Portfolio	Debate plus report writing	4 hours
7.	Final assessment	Assessment and final explanations for evaluation	2 hours

Bibliography:

- Bovee, C, Thill J. *Business communication today*, eleventh Edition 2012
- DeVito, J. – *Human Communication – The Basic Course*, Pearson Education, Twelfth Edition 2012
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Shockley-Zalabak, Pamela S. – *Fundamentals of Organizational Communication. Knowledge, Sensitivity, Skills, Values*, Pearson Education, 2009

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9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program



The course content is discussed prior to the start of the semester with representatives of local businesses who are potential employers of graduates of this program, as well as with students. We thus consider the declared and perceived study needs, and tailor course content to them.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course and seminar First Contract Negotiation 15% Second Contract Negotiation 15% Active involvement 10% Final Examination 20%(45 minutes test)	Theoretical and applied knowledge	Ongoing assessment	60
10.5 Seminar/ Laboratory Presentation 10%(also in written) Active involvement 5% Argumentation and persuasion scenario 15% Portfolio (letters, response to a complaint, minute) 10%)	Applied / practical knowledge:	Ongoing, case study, portfolio for written communication	40
10.6 Minimal performance standard 50% of the final grade			
Student communicates clearly, reads recommended studies and is actively involved in classes. Knows and defines basic constructs and principles in the field.			

Date
22.09.2021

Course coordinator
Anca Maria Clipa, Ph.D.

Seminar coordinator
Anca Maria Clipa, Ph.D.

Date of approval in the department
22.09.2021

Head of department
Professor **Andrei Neșțian**, PhD