

COMMUNICATION AND NEGOTIATION (4th year, 1st semester)

Credit value (ECTS) 4

Course category

Optional

Course holder:

PhD, Assoc. Prof. Carmen Olguța BREZULEANU

Discipline objectives (course and practical works)

The course is aimed at economy students, trying to build skills necessary in the sequential accomplishment of communication in business through the acquisition of specific elements of the negotiation process: strategies, techniques, tactics, organizational forms of negotiation through appropriate use of specific notions of discipline Communication and negotiation during group debates.

During the practical works we have in view skills regarding: correct and productive use of methods of business communication; cultivating positive attitudes towards the act of communication; designing strategies for business negotiation.

Contents (syllabus)

Course (chapters/subchapters)
Definition and peculiarities of the communication process
Basic components of business communication
Features of a good communicator in business
Oral communication styles
Characteristics of negotiation in business
Negotiating team, personalities and relationships between negotiators
Business negotiation - strategies, techniques, tactics
International negotiation - art and science
- European style
- American style
- Asian style
- Arab style
- African style

Seminar
Training of listening skills
Placing at the negotiating table
Analysis of structuring communication time
Conversational query in sales
Case studies in negotiation techniques
Writing a letter of intent for employment
Preparation of job interview
Techniques of drawing up a business letter
Selection of announcement of employment

Bibliography

1. Brezuleanu Carmen Olguța – Comunicare și negociere, Editura ” Ion Ionescu de la Brad” Iași, 2015
2. Dawson, R., Secretele persuasiunii Cum vinzi orice oricui, Polirom, Iași, 2006.
3. Prutianu, Șt., *Manual de Comunicare si Negociere in afaceri*, Editura Polirom, Iași, 2000.

Evaluation

Evaluation form	Evaluation Methods	Percentage of the final grade
Exam	Oral examination	60%
Appreciation of the activity during the semester	Oral assessment during the semester, verification tests; colloquium.	40%

Contact

PhD, Assoc. Prof. Carmen Olguța BREZULEANU
Faculty of Animal Husbandry - USAMV Iași
Aleea Mihail Sadoveanu nr.8, Iași, 700490, România
telefon: 0040 232 407514, fax: 0040 232 267504
E-mail: olgutabrez@yahoo.com