

COMMUNICATION

(MAPA, 1st year of study, 2nd semester)

Credit value (ECTS): 5

Course category

Domain (imposed)

Course holder:

PhD, Assoc. Prof. Carmen Olguța BREZULEANU

Discipline objectives (course and practical works)

The course addresses to the master students preparing for business, aiming to develop the knowledge and interpersonal skills necessary to form the various facets of their future professional activities. The course also includes a number of theories, concepts, rules of ethics, communication skills which are extremely useful in the process of communication and negotiation and are presented techniques and methods applicable in different situations of communication and negotiation between employer and employee, customer and seller representatives of businesses that facilitate dialogue between partners, to determine the effectiveness of negotiation in business.

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
Characteristics of negotiation in business
Steps in building up the negotiation strategy
International negotiation - art and science

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. Peretti, Andre de, Legrand ,J.-A., Boniface, J., *Tehnici de comunicare*, Iași, Ed. Polirom, 2001.
4. Prutianu, Șt., *Manual de Comunicare si Negociere in afaceri*, Editura Polirom, Iași, 2000.
5. Randolph&Straton, *Arta de a negocia*, București, 1997

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

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