



Syllabus of the educational discipline
«Conducting Business Negotiations»

Branch of Knowledge	<i>All</i>
Specialty	<i>All</i>
Educational level	<i>First (Bachelor)</i>
Type of discipline	<i>Elective</i>
The language of teaching, learning and rating	<i>English</i>
Year / semester	<i>1 year, 1 semester</i>
Number of credits ECTS	<i>Number of credits according to curriculum 4</i>
Distribution by types of trainings and hours of study	<i>Lectures – 20 hours</i>
	<i>Practical classes – 20 hours</i>
	<i>Individual work – 80 hours</i>
Form of final assessment	<i>Test</i>
Department	<i>Marketing , room 413, 702-02-65, http://www.eim.hneu.edu.ua/</i>
Teacher' contacts	<i>Lysytsia Nadiia, professor</i>
Contact Information teacher	<i>nashakafedra_eim@ukr.net</i>
Days of the classes	<i>Wednesday</i>
Consultations	<i>By arrangement remotely on the platform Meet, Zoom</i>

Purpose of the discipline:

formation of students' competencies in conducting business negotiations and making decisions in unforeseen situations, adapting to changes in the process of professional activity.

Prerequisites for learning

List of previously listened disciplines: Marketing, Marketing Communications, Consumer Behavior, Brand Management

Program of the discipline

Content module 1. Peculiarities of preparation for negotiations

Topic 1. Specificity and peculiarities of negotiations

- 1.1. Features, types of business negotiations
- 1.2. The definition of business negotiations
- 1.3. Structure of negotiations

Topic 2. Stages of conducting business negotiations.

- 2.1. Strategic approaches to negotiations
- 2.2. Principled approach
- 2.3. System approach in negotiations

Topic 3. Negotiation strategy

- 3.1. Control points of negotiations
- 3.2. 10 key points of negotiations
- 3.3. Arguments for successful negotiations

Topic 4. Negotiation tactics.

- 4.1. Concept of tactics.



4.2. Rhetorical methods of negotiations.

4.3. Ways to influence the partner.

Topic 5. Psychological impact in negotiation process.

5.1. Fundamentals of psychology.

5.2. Manipulation as a means of hidden influence

5.3. Civilized psychological influence.

Content module 2. Formation of negotiation scenarios depending on the nature of participants

Topic 6. Analysis of business partner character

6.1. Rules of success in negotiations

6.2. Analysis of partners nature

6.3. Types of interlocutors.

Topic 7. Negotiation process. Caucus

7.1. Tasks for starting negotiations

7.2. Methods of attracting attention

7.3. Concept and purpose of caucus

Topic 8. Answers to questions and objections.

8.1. Answers to questions.

8.2. Tricks for avoiding an answer

8.3. Algorithm for handling objections.

Topic 9. Effective completion of negotiations

9.1. Objectives of the final phase of negotiations

9.2. Ways to accelerate decision making

9.3. Common errors in negotiations.

Material and technical support (software) of the discipline

multimedia equipment

**Course page on the Moodle platform
(personal training system)**

*Work program of the training course, technological map,
methodical instructions for independent work and
practical classes, CCP, presentations of lectures, sample
of the pass*

on

ticket <https://pns.hneu.edu.ua/course/view.php?id=5032>

Recommended literature

Main

1. Палеха Ю. І. Етика ділових відносин: Навч. посіб. – К.: Кондор, 2008. – 356 с.
2. Седова Л. Н. Национальные особенности ведения деловых переговоров курса «Этика делового общения». Тексты лекций. – Харьков: Изд. ХГЭУ, 2002. – 104 с.
3. Фишер Р., Юри У. Путь к согласию или переговоры без поражения. – М.: Наука, 1990. – 155 с.
4. Цюрупа М. В. Основы конфликтологии та теорії переговорів: Навчальний посібник. – К.: Кондор.- 2006. – 176 с.
5. Яромич С. А., Кусик Н. Л., Петриченко П. А. Менеджмент переговоров: Стратегия и тактика Учебное пособие. - Одесса, 2001. – 140 с.

**Additional**

6. Аминов, И.И. Психология делового общения/ Аминов И.И. – М.: Омега, 2006. – 304 с.
7. Баева, О.А. Ораторское искусство и деловое общение: учебное пособие / О. А. Баева. – М.: Новое знание, 2005. – 256 с.
8. Бороздина Г.В. Психология делового общения: Учеб. пособ. – М.: ИНФРА – М, 1998. – 244 с.
9. Гурьянов Ю. Г. и др. Этика предпринимательства: Учеб. пособ. – Кировоград, ООО «Имэкс ЛТД», 2002. – 346 с.
10. Діловий етикет. Етика ділового спілкування. – К.: Альтерпрес, 2003. – 368 с.
11. Ежова, Н.Н. Научись общаться: коммуникативные тренинги / Н. Н. Ежова.-Изд. 2-е. – Ростов-на-Дону:Феникс, 2006. – 285 с.
12. Карнеги, Дейл. Как выработать уверенность в себе и влиять на людей, выступая публично. Как завоевывать друзей и оказывать влияние на людей. Как перестать беспокоиться и начать жить / Дейл Карнеги. - Минск: Попурри, 2006. – 483 с.
13. Кузин, Ф.А. Культура делового общения: Практическое пособие/ Кузин Ф.А. – М.: Ось-89, 2005. – 320 с.
14. Лозниця В. С. Психологія менеджменту: Теорія і практика: Навч. посібник – К.: ТОВ “УВПК “ЕксОб”, 2001. – 512 с.
15. Пиз А. Язык жестов. Минск: Парадокс, 1998. – 413 с.

Information Resources

16. Сайт персональних навчальних систем ХНЕУ:
<https://pns.hneu.edu.ua/course/view.php?id=5032>

Assessment system of learning outcomes

During the current control, the student receives a maximum of 100 points and is considered certified if he received at least 60 points.

More detailed information on assessment is given in the technological map of the discipline.

Material and technical support (software) of the discipline
Accumulation of rating points in the discipline

Types of training	Max points
Lectures work	10
Practical classes work	10
Creative tasks	45
Presentations	20
Written Test	15
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 1000-point scale	ECTS assessment scale	Assessment on the national scale	
		For exam, differentiated test, course project, practice, training	For pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D	unsatisfactory	
60 – 63	E		Not pass
35 – 59	FX		



1 – 34	F	
Discipline policies <i>Policy of academic integrity,, Absenteeism policy, Policy to perform tasks later than the deadline, etc.</i>		
More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (link)		

Syllabus approved at the meeting of the Department 20.08. 2020 Protocol № 1