



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>2 year, 1 semester</i>
Number of credits ECTS	<i>Number of credits according to curriculum 5</i>
Distribution by types of trainings and hours of study	<i>Lectures – 30 hours</i> <i>Practical classes – 30 hours</i> <i>Individual work – 90 hours</i>
Form of final assessment	<i>Test</i>
Department	<i>Marketing , room 413, 702-02-65,</i> http://www.eim.hneu.edu.ua/
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>
<p>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.</p>	
<p>Prerequisites for learning <i>List of previously listened disciplines: Marketing, Marketing Communications, Consumer Behavior, Brand Management</i></p>	



Program of the academic discipline

Content module 1. Features of preparation for negotiations in business

Topic 1. General characteristics of the negotiation process

1. The features, types of business communication.
2. The definition of business negotiations.
3. Structure of negotiations (main stages and tasks).

Topic 2. Negotiations as a universal method of conflict resolution

1. Negotiations: typology and main functions.
2. Models of behavior and tactics in negotiation process.

Topic 3. Conflict Negotiation Guidelines

1. What is a conflict negotiation?
2. Components of conflict negotiation.
3. Understanding Conflict.
4. Conflict negotiation styles.

Topic 4. Developing EICS

1. Developing Effective Interpersonal Communication Skills (EICS)
2. Building Working Relationships

Topic 5. Managing Negotiation Process

1. Steps to Take Before the Negotiations Begin
2. Steps to Take During the Negotiation Process

Topic 6. Negotiating strategy

1. Strategic approaches to negotiation
2. Principled approach
3. System approach in negotiation

Topic 7. Negotiation tactics

1. Concept of "tactics"
2. Rhetorical methods of negotiations
3. Ways to influence a partner

Topic 8. Analysis of the nature of business partner

1. Rules of success in negotiations
2. Analysis of partner's nature
3. Types of interlocutors
4. Nature of interlocutors

Topic 9. Negotiation process

1. Tasks for starting negotiations
2. Methods of attracting the attention of the partner
3. The art of asking questions
4. Concept and purpose of caucus

Content module 2. The practice of organizing successful negotiations

Topic 10. Answers to questions and objections

1. Answers to questions
2. Tricks for avoiding an answer
3. Objections, their causes
4. General rules for handling objections
5. Algorithm for handling objections

Topic 11. Psychological influence in management process of BN

1. Fundamentals of the psychology of managerial influences.



2. Objectives and types of psychological influence in management.

Topic 12. Resistance to manipulation

1. Barbaric psychological influence.
2. Manipulation as a means of hidden influence.
3. Civilized psychological influence.
4. Controversial kinds of influence and opposition to influence
5. General rules of civilized opposition to attack and manipulation.

Topic 13. 10 Lessons for Better Business Negotiation

1. Negotiations – a second nature
2. Know what you want
3. Be patient
4. Know your cut-and-run point
5. Seek Win-Win Opportunities

Topic 14. Tips for Successful Negotiations

1. Successful Negotiations
2. Managing the Sales Negotiation Process
3. How to Negotiate Contracts with Big Companies

Topic 15. Negotiating successfully

1. Negotiation skills
2. Assertive communication
3. Tips for effective negotiation
4. Strategies for negotiating
5. Planning your negotiation
6. Closing the negotiation

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. Voss Chris. Never Split the Difference. Negotiating as if Your Life Depended on it / Random Hous, 2017. – 288 p.
2. Cialdini Robert B. Pre-Suasion: a Revolutionary Way to Influence and Persuade / Simon and Shuster, New-York, 2017. – 418 p.
3. Weiss Joshua N. The Book of Real-World Negotiations: Successful Strategies From Business Government and Daily Life / John Wiley and Sons, New Jersey, 2020. – 304 p.
4. Fisher R., Ury W., Patton B. Getting to Yes. Negotiating Agreement Without Giving In / 1992.- 234 p.
5. Фишер Р., Юри У. Путь к согласию или переговоры без поражения. – М.: Наука, 1990. – 155 с.
6. Цюрупа М. В. Основи конфліктології та теорії переговорів: Навчальний посібник. – К.: Кондор.- 2006. – 176 с.
7. Яромич С. А., Кусик Н. Л., Петриченко П. А. Менеджмент переговорів: Стратегія и тактика Учебное пособие. - Одесса, 2001. – 140 с.



Additional

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

Informational Resources

1. Sebenius K. James, Cook Ben, Lax David, Fortgang Ron, Silberberg Isaak, Levi Paul. A Playbook for Negotiators in the Social Media Era, April 16, 2021, Harvard Business Review <https://hbr.org/2021/04/aplaybook-for-negotiators-in-the-social-media-era>

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	15
Practical classes work	15
Creative tasks	30
Presentations	16
Written Test	15
Colloquium	9
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		
64 – 73	D	satisfactory	
60 – 63	E		



35 – 59	FX	unsatisfactory	Not pass
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