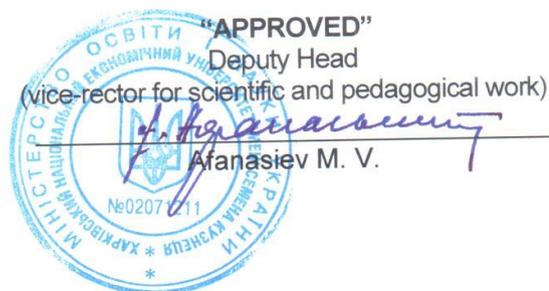


MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
Simon Kuznets Kharkiv National University of Economics



**Conducting Business Negotiations**

work syllabus of the discipline

Branch of Knowledge **All**  
Specialty **All**  
Educational level **First (Bachelor)**  
Educational Program **All**

Type of discipline Elective  
The language of teaching, learning and rating English

Head of the Department  
*Economics and Marketing*

prof. P. Orlov

Kharkiv  
S. Kuznets KhNUE  
2019

APPROVED

at the meeting of the Department of Economics and Marketing  
Protocol No. 1, dated August 27, 2018

Developers:

N. Lysytsia., D.Sc., Prof. of the Department of Economics and Marketing,

**Letter of renewal and re-approval  
of the work program of the academic discipline**

Academic year	Date of the meeting of the Department - developer of the WPAD	Protocol number	Signature of the head of the department

## 1. Introduction

### **Abstract of the academic discipline:**

In modern society there is a tendency of shifting the emphasis of economic activity. Competitive relations are opposed to interaction. As a result, the skills of conducting business negotiations, the ability not only to find a compromise with partners, competitors, but also to provide the preservation of the reputation of a professional manager become in demand. The development of market relations involves improving the concept of management, and above all, the search for ways to manage change. Successful management of entrepreneurial activity is possible only with the preparation of alternative scenarios for conducting business negotiations, which, as a result, makes an enterprise competitive and shapes its positive image.

Negotiations have always played an important role in society. When disputes arise, the negotiation process allows for a mutually beneficial outcome. A person is constantly negotiating on a variety, important, and not very important, topics - from the choice of place to spend a vacation, to the establishment of international borders. At present, the ability to negotiate effectively relates to one of the qualities of specialists and managers who provide them with success both in their personal careers and in the successful work of organizations and enterprises in which they work.

The discipline "Conducting Business Negotiation" is a selective discipline and is studied in accordance with the curriculum for the training of specialists of the first educational level (bachelor) of all specialties.

### **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 marketing activity.

Course	<b>2</b>	
Semester	<b>4</b>	
Number of credits ECTS	<b>5</b>	
Auditory lessons	lecture	<b>32</b>
	practical	<b>32</b>
Independent work		<b>86</b>
Form of final checking	<b>test</b>	

### **Structural-logical scheme of studying the discipline:**

Previous disciplines	Following disciplines
Marketing	International Marketing
Marketing Communications	Relationship Management
Consumer Behavior	Public Communications
Brand Management	Marketing Communications

### **2. Competences and results of studying a discipline:**

Competencies	Learning outcomes
Ability to organize business negotiations	Learning and use of the methods of collecting, analyzing and assessing marketing information for success in negotiations.
Ability to understand the main characteristics of the negotiation process.	Skills to develop methods for diagnosing the state of internal and external environment of international business of enterprise, analysis and

	identification of key factors of business negotiations.
Ability to choose a negotiation strategy	Experience in analyzing trends and changes in target foreign markets that can influence negotiations effectiveness.
Ability to use in practice the ability to recognize effective tactics and negotiation techniques.	Experience in analyzing the nature of partners, peculiarities of business culture, which is the basis for conducting successful negotiations.
Ability to resist manipulative negotiation practices	Skills to assess the behavior of negotiating partners and opportunities to influence the outcome of negotiations.
Ability to create loyalty of partners, forming of skills of influence on negotiating partner	Identification of socio-cultural peculiarities of partner behavior for reaching the goal in accordance with the scenario of negotiations.
	Analysis of existing system of organization of enterprise marketing activities, development of recommendations for improving the functioning of the system.
	Ability to control and assess the level of negotiation process and decisions at some stages of negotiations.
	Skills to offer adaptive behavior patterns of negotiating partners in marketing.

## **2. 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.

## **3. Order of training results assessment**

The system of assessing the developed competencies for students takes into account the types of classes, which according to the program of the discipline include lectures, seminars, practical classes, as well as independent work. Assessment of the developed competencies for students is carried out using a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Assessing the Students' Learning Outcome Based on the Accumulation Point-Rating System" of S. Kuznets KhNEU, control measures include:

current control over the semester during lectures, practical and seminar classes and assessed by the sum of the gained points (the maximum amount is 100 points; the minimum amount - 60 points);

modular control carried out in the form of a colloquium as an intermediate mini-test on the initiative of the teacher, taking into account the current control over the corresponding content module and aims to integrate assessment of the results of student training after studying the material from the logically completed part of the discipline - content module; final / semester control, conducted in the form of a semester test, according to the schedule of the educational process.

The order of the current assessment of students' knowledge. Assessment of student's knowledge during seminars and practical classes, and individual tasks is carried out according to the following criteria:

understanding, degree of mastering the theory and methodology of the problems under consideration; the degree of mastering the actual material of the discipline; acquaintance with the recommended literature, as well as the modern literature on the issues under consideration; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks given for consideration in a classroom; logic, structure, style of presentation of the material in written works and speeches in the classroom, ability to substantiate one's position, to generalize information

and to draw conclusions; arithmetic correctness of doing an individual and complex calculation task; the ability to conduct a critical and independent assessment of certain problem issues; the ability to explain alternative views and the presence of one's own point of view, the position on a certain problematic issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific problem; independence of work; literacy of presentation of the material; use of comparison methods, generalizations of concepts and phenomena; formalization of the work.

The general criteria for assessing the extracurricular independent work of students are as follows: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on specific topics, the ability to make reasonable conclusions, possession of categorical apparatus, skills and techniques for doing practical tasks, the ability to find the necessary information, carry out its systematization and processing, self-realization at practical classes and seminars.

The final control of knowledge and competences of students in the discipline is carried out on the basis of semester test, the task of which is to check the understanding by students program material in general, the logic and interrelations between the individual sections, the ability to use the accumulated knowledge creatively, the ability to formulate their attitude to a particular educational problem of a discipline, etc.

The test covers the discipline program and involves determining the level of knowledge and the degree of mastery of competencies by students.

The test consists of the accumulation of points during the semester, the implementation of practical and independent tasks, which involves solving the typical professional tasks of a specialist in the workplace and allows you to diagnose the level of theoretical training of a student and his/her level of competence in the discipline.

The result of the test is given in points according to the national assessment scale and the ECTS.

### Distribution of points by weeks

(specify means of assessment according to the technological card)

Themes of the content module			Lecture classes	Practical classes	Creative task	Presentation	Written control work	Colloquium	Total
<b>Content module 1.</b>	<b>Theme 1</b>	week 1	1	1					2
	<b>Theme 1</b>	week 2	1	1	10				12
	<b>Theme 2</b>	week 3	1	1		4			6
	<b>Theme 2</b>	week 4	1	1			5		7
	<b>Theme 3</b>	week 5	1	1	10				12
	<b>Theme 4</b>	week 6	1	1		4			6
	<b>Theme 4</b>	week 7	1	1					2
	<b>Theme 5</b>	week 8	1	1	10				12
	<b>Total for the content module 1</b>			<b>8</b>	<b>8</b>	<b>30</b>	<b>8</b>	<b>5</b>	
<b>Content module 2.</b>	<b>Theme 6</b>	week 9	1	1		4			6
	<b>Theme 7</b>	week 10	1	1			5		7
	<b>Theme 8</b>	week 11	1	1					2
	<b>Theme 9</b>	week 12	1	1					2
	<b>Theme 9</b>	week 13	1	1					2
	<b>Theme 11</b>	week 14	1	1		4	5		11
	<b>Theme 12</b>	week 15	1	1					2
	<b>Theme 13</b>	week 16	1	1				7	9
	<b>Total for the content module 2</b>			<b>8</b>	<b>8</b>		<b>8</b>	<b>10</b>	<b>7</b>
<b>Total</b>			<b>16</b>	<b>16</b>	<b>30</b>	<b>16</b>	<b>15</b>	<b>7</b>	<b>100</b>

## Scale of assessment: national and ECTS

Total score for all types of educational activities	ECTS	National scale assessment	
		for exam, course project (work), practice	for test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E	satisfactory	not passed
35 – 59	FX	unsatisfactory	
1 – 34	F		

## 5. Recommended literature

### 5.1. 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. Основи конфліктології 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.

### 5.2. 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.
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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.