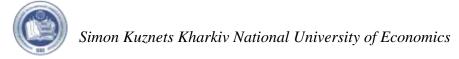
## Syllabus of the course

«Conducting business negotiations»

Specialty	All	
Study Programme	All	
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education	
Course status	Selective	
Language	English	
Term	second year third semester	
ECTS credits	5	
Workload	Lectures – 30 hours.	
	Practical studies – 30 hours.	
	Laboratory studies $-0$ hours.	
	Self-study – 90 hours.	
Assessment system	Grading	
Department	Department of Marketing, 1st building, 4th floor, auditorium	
	413, phone: (057) 702-02-65 (3-66), website:	
	https://dom.hneu.edu.ua/	
Teaching staff	Lysytsia Nadiia Michailivna, Doctor of Science	
	(Sociology), Professor	
Contacts	nadiia.lysytsia@hneu.net	
Course schedule	Lectures: according to the schedule	
	Practical studies: according to the schedule	
Consultations	At the Department of tourism, offline, according to the	
	schedule, individual, PNS chat.	
	Learning objectives an	
		ess negotiations and making decisions in
		the process of business activities.
	tural and logical scheme	
Prerequisites		Postrequsites
-		•
-		-

#### **Course content**

- **Module 1.** Features of negotiations in business
- Topic 1. General characteristics of the negotiation process
- Topic 2. Negotiations as a universal method of conflict resolution
- **Topic 3. Conflict Negotiation Guidelines**
- Topic 4. Developing EICS
- **Topic 5. Managing Negotiation Process**
- Topic 6. Negotiating strategy
- **Topic 7. Negotiation tactics**
- **Module 2.** The practice of organizing successful negotiations
- Topic 8. Analysis of the nature of business partner
- Topic 9. Negotiation process
- Topic 10. Answering Questions and Objections
- Topic 11. Psychological impact in the negotiation process
- Topic 12. Resistance to manipulation



#### **Topic 13. 10 Lessons for Better Business Negotiation**

Topic 14. Tips for Successful Negotiations

Topic 15. Negotiating successfully

### **Teaching environment (software)**

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

# **Assessment system**

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester -100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

More detailed information on assessment and grading system is given in the technological card of the course.

### **Course policies**

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.