

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Karazin Kharkiv National University

BUSINESS NEGOTIATIONS _____
(name of the discipline)

METHODOLOGICAL RECOMMENDATIONS
to practical classes
on the discipline
for bachelor's degree students (2 year)
(cipher and name of specialty)

2022

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1. GENERAL INFORMATION

The purpose of conducting practical classes in the discipline "Business Negotiations" is the formation of students' knowledge and skills in relation to the professional building of communicative abilities.

During practical classes the student acquires professional competencies and practical skills in solving applied professional tasks.

According to the curriculum of the discipline "Business Negotiations" 32 hours of academic time are given for practical lessons.

Practical classes in the discipline "Business Negotiations" are conducted in the auditoriums of Karazin Kharkiv National University.

The study of the discipline by a student is carried out through a consistent and thorough study of the training modules.

When preparing for a specific practical lesson within the framework of the task (Table 2.1), students form a report on the results of the research and presentation of the results that meet the requirements of the teacher and defend it during the classroom session in front of the teacher and the audience.

2. TASK FOR PRACTICAL STUDIES

Tasks for practical classes, which are envisaged by the curriculum and the curriculum for the acquisition of theoretical knowledge and practical skills, are given in Table. 2.1.

Table 2.1

List of topics and tasks for practical classes

Title of content module	Themes of practical classes (by modules)	Number of hours	Literature
1	2	3	4
Content module 1. Features of preparation for business negotiations	Specifics and peculiarities of business negotiations. Features, types of business negotiations. The definition of business negotiations. Structure of negotiations.	4	
	Stages of conducting business negotiations.. Strategic approaches to business negotiations.. Principled approach. System approach in negotiations	4	

	Negotiation strategy. Control points of negotiations. 10 key points of negotiations. Arguments for successful negotiations.	4	
	Negotiation tactics. Concept of tactics. Rhetorical methods of negotiations. Ways to influence the business partner.	4	
Content module 2. Formation of negotiation scenarios depending on the nature of the participants	Analysis of business partner character. Rules of success in negotiations. Analysis of business partners nature. Types of interlocutors.	4	
	Negotiation process. Caucus. Tasks for starting negotiations. Methods of attracting attention. Concept and purpose of caucus.	4	
	Answers to questions and objections. Answers to questions. Tricks for avoiding an answer. Algorithm for handling objections.	4	
	Effective completion of negotiations. Psychological impact in business communications. Manipulation as a means of hidden influence. Ways to accelerate decision making. Common errors in negotiations.	4	
Total hours		32	

3. TYPICAL EXAMPLE OF A TASK FOR PRACTICAL CLASSES

Content module 1.

Features of preparation for negotiations

Topic. Negotiation tactics

Comment on the difference between the characteristics of negotiating partners, interests, values and benefits.

Identify the specifics of the use of negotiation tactics in accordance with the nature of the partner, his / her interests, values and benefits.

Give examples.

Content module 2.

Formation of negotiation scenarios depending on the nature of the participants

Topic. Ten criteria for assessing the effectiveness of negotiations and level of argumentation

Formulate decisions based on the results of negotiations in the language of the results rather than intentions.

Offer warranties to comply with your company and opponent firm's obligations.

Prove that the deal is in line with the promises that were proposed at the previous stage of the negotiations.

4. SYSTEM OF LEARNING SUCCESS ASSESSMENT

Each task for practical classes is evaluated in accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Studying Students Based on the Accumulated Bulletin-Rating System" Karazin National University (Table 4.1).

Table 4.1

Scale: national and ECTS

The amount of points for all types of educational activities	Score
	for a two- level assessment scale
90 – 100	passed
70 – 89	
50 – 69	
1– 49	not passed

The distribution of points for doing tasks for practical classes within the themes of the content modules are given in Table. 4.2.

Table 4.2.

Distribution of points for tasks and content modules

Tasks for practical	Content module 1					Total					
	PL 1	PL 2	PL 3	PL 4	PL5	PL 6	PL 7	PL 8	Test on Module 1	Test on Module 2	Total
Maximum number of points	9	9	9	8	9	8	9	9	15	15	100

Grades based on this scale are recorded in the progress report of the Bachelor degree students and other academic documentation.

5. RECOMMENDED LITERATURE

5.1. 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. Яромич С. А., Кусик Н. Л., Петриченко П. А. Менеджмент переговоров: Стратегия и тактика Учебное пособие. - Одесса, 2001. – 140 с.

5.2. Additional

5.3. 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>