

The Ministry of Education and Science of Ukraine

V.N. Karazin Kharkiv National University

Applied Sociology and Social Communication Department

"APPROVED BY"

Vice-President for
Research and Education



S. Holenko

St. cyprus 2022

Program for Academic Discipline

Business Negotiations

level of higher education ——— first (bachelor degree) level of higher education
field of knowledge —06— Journalism
specialty ————— 061 Journalism
educational program ————— "Media Communication and Public Relations"
specialization —————
type of discipline — selective

Academic year 2022 / 2023

The program is recommended for approval by the Academic Board of the School of Sociology
(institution, centre)

Date 15 _ June _ 2022 _ , protocol No _ 7 _

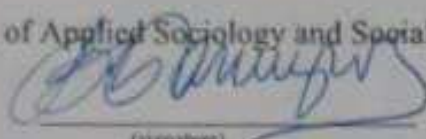
PROGRAM DEVELOPED BY: (full name of the author, their academic credentials and job title to be stated here)

Nadiia Lysytsia, Doctor of Science (Sociology), Professor of the Department of Applied Sociology and Social Communication

The program is approved at the meeting of the Department of Applied Sociology and Social Communication

Protocol No _ 3 _ dated _ 27 April _ 2022 _

Head of Department of Applied Sociology and Social Communications



(signature)

V. Bakirov

(surname and initials)

The program is agreed with the guarantor of educational and professional program "Media Communication and Public Relations"

Guarantor of the educational and professional program "Media Communication and Public Relations"



SERGIY S. AKSONOV

The program concurred by the Methodological Commission

Name of the department where the academic discipline is to be taught to be stated here

Protocol No _ 10 _ dated _ 21 June _ 2022

Head of the Scientific and Methodological Commission



Y. Soroka

INTRODUCTION

The program for the “Business Negotiations” academic discipline is prepared in accordance with the Educational and professional program for Bachelor’s training Specialty 061 Journalism, Program “Media Communication and Public Relations”

1. Academic Discipline Profile

1.1. The 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 business activity.

1.2. The main tasks of studying the discipline for the students are:

- 1) choose the approach for business negotiations,
- 2) adapt the strategy of negotiations to the problem of business negotiations
- 3) analyze the tactics of business negotiations in accordance with the character of , business partner,
- 4) secure effective communications.

1.3. Number of credits - 4

1.4. Total number of academic hours - 120

1.5. Academic Discipline Profile	
Compulsory / selective	
Full time study	Distance learning
Academic year	
1-st	
Semester	
2-nd	
Lectures	Google Meet, Zoom
16 academic hours	
Seminars	Google Meet, Zoom
16 academic hours	
Control paper	
Independent work	
88	
Individual tasks	

1.6. General and professional competencies and learning outcomes:

General Competencies	<p>GC01. Ability to communicate in a foreign language for professional purposes.</p> <p>GC02. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).</p> <p>GC03. Ability to generate new ideas (creativity).</p> <p>GC04. Ability to use information and negotiation technologies.</p> <p>GC05. Ability to organize business negotiations</p> <p>GC06. Ability to understand the main characteristics of the communication process.</p>
Professional Competencies	<p>PC01. Ability to choose a negotiation strategy</p> <p>PC02. Ability to use in practice the skills to recognize effective tactics and negotiation techniques.</p> <p>PC03. Ability to resist manipulative business negotiation practices</p> <p>PC04. Ability to create loyalty of partners, forming of skills of influence on negotiating partner</p> <p>PC05. Ability to identify the characters of business partners</p> <p>PC06. Ability to control and assess the level of negotiation process and decisions at some stages of negotiations.</p> <p>PC07. Ability to prepare reporting documents and research papers based on the results of social research.</p> <p>PC08. The ability to adhere to the norms of professional ethics of a sociologist and to be guided by universal values.</p>

Learning Outcomes
<p>LO01. Learning and use of the methods of collecting, analyzing and assessing information for success in negotiations.</p> <p>LO02. 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.</p> <p>LO03. Experience in analyzing trends and changes in target foreign markets that can influence communication effectiveness.</p> <p>LO04. Experience in analyzing the nature of partners, peculiarities of business culture, which is the basis for conducting successful negotiations.</p> <p>LO05. Skills to assess the behavior of negotiating partners and opportunities to influence the outcome of negotiations.</p> <p>LO06. Identification of socio-cultural peculiarities of partner behavior for reaching the goal in accordance with the scenario of negotiations.</p> <p>LO07. Analysis of existing system of organization of enterprise activities, development of recommendations for improving the functioning of the system.</p> <p>LO08. Skills to offer adaptive behavior patterns of negotiating partners in marketing.</p>

2. Thematic Outline

Module 1.

Peculiarities of preparation for negotiations

Topic 1.1. Specifics and peculiarities of business negotiations

Features, types of business negotiations.

The definition of business negotiations.

Structure of negotiations

Topic 1.2. Stages of conducting business negotiations.

Strategic approaches to business negotiations.

Principled approach.

System approach in negotiations

Topic 1.3. Negotiation strategy

Control points of negotiations

10 key points of negotiations

Arguments for successful negotiations

Topic 1.4. Negotiation tactics.

Concept of tactics.

Rhetorical methods of negotiations.

Ways to influence the partner.

Module 2.

Formation of negotiation scenarios depending on the nature of participants

Topic 2.1. Analysis of business partner character

Rules of success in negotiations

Analysis of business partners' nature

Types of interlocutors.

Topic 2.2. Negotiation process. Caucus

Tasks for starting negotiations

Methods of attracting attention

Concept and purpose of caucus

Topic 2.3. Answers to questions and objections.

Answers to questions.

Tricks for avoiding an answer

Algorithm for handling objections.

Topic 2.4. Effective completion of negotiations.

Manipulation as a means of hidden influence

Ways to accelerate decision making

Common errors in negotiations.

3. Academic Discipline Structure

Titles of modules and topics	Number of academic hours					
	Full Time Study					
	Total	including				
		lectures	Seminars	Control paper	Individual tasks	Independent work
Module 1.						
Topic1.1. Specifics and peculiarities of business negotiations.	15	2	2			11
Topic 1.2. Stages of conducting business negotiations.	15	2	2			11
Topic 1.3. Negotiation strategy	15	2	2			11
Topic 1.4. Negotiation tactics.	15	2	2			11
	60	8	8			44
Module 2.						
Topic 2.1. Analysis of business partner character	15	2	2			11
Topic 2.2. Negotiation process. Caucus	15	2	2			11
Topic 2.3. Answers to questions and objections	15	2	2			11
Topic 2.4. Effective completion of negotiations.	15	2	2			11

	60	8	8			44
	120	16	16			88

4. Seminar Topics

No	Title	Number of hours
1	Specifics and peculiarities of business negotiations. Features, types of business negotiations. The definition of business negotiations. Structure of negotiations	2
2	Stages of conducting business negotiations. Strategic approaches to business negotiations. Principled approach. System approach in negotiations	2
3	Negotiation strategy. Control points of negotiations. 10 key points of negotiations. Arguments for successful negotiations.	2
4	Negotiation tactics. Concept of tactics. Rhetorical methods of negotiations. Ways to influence the business partner.	2
5	Analysis of business partner character. Rules of success in negotiations. Analysis of business partner 's nature. Types of interlocutors.	2
6	Negotiation process. Caucus. Tasks for starting negotiations. Methods of attracting attention. Concept and purpose of caucus.	2

7	Answers to questions and objections. Answers to questions. Tricks for avoiding an answer. Algorithm for handling objections.	2
8	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.	2
	Total	16

5. Tasks for independent work

No	Types, content of independent work	Number of hours
1	Description the types of business negotiations	12
2	Definition of “soft and hard approaches” and preparation of examples of scenarios of principled approach	12
3	Study intercultural specifics as a basis for choosing the tactics of business negotiations	16
4	Definition of the character of business partner. Study the possible tactics to be successful in negotiations.	16
5	Write examples of hidden influence on the business partner	16
6	Comment on errors, which spoil business negotiations	16
	Total	88

6. Individual Classes

Not envisaged

7. Teaching and learning methods

Edvard de Bono method, “Six Thinking Hats”, method of critical thinking 16-9-6-3-1, superlatives, Twos and Threes, Idea Map, Story Telling

8. Control Methods

Applicants receive points for preparation and work in each seminar on- line or off- line (cases, analytical work, group projects and presentation of their results, group discussion; current control of knowledge in the form of creative work, practical tasks). The omission of a lecture (seminar) lesson is worked out individually (written work on the topic of the lesson). It is also mandatory to complete the tasks assigned to the seminars on- line or off- line.

The final control of students' academic achievements takes place in a written pass on- line or off- line in a combined form: the performance of tests is supplemented by writing answers to creative problems. Based on the results of the work, the final semester grade is set in accordance with the assessment scale.

Scoring criteria for answering 1 question:

The answer is full or contains one insignificant mistake	5 points
The answer is full with two-three insignificant mistakes	2 points
The answer is not quite full and (or) contains significant mistakes	1 points
The answer is almost absent or (and) does not correspond the question	0 points

9. Scoring Scheme

Interim Assessment and Individual Work					Test on Module 1	Test on Module 2	Exam	Total
T 1.1	T 1.2		T 1.3					
9	9		9					
T 1.4	T 2.1	T 2.2	T 2.3	T 2.4	15	15	-	100
8	9	8	9	9				

Scoring criteria for answering 1 question:

The answer is full or contains one insignificant mistake	5 points
The answer is full with two-three insignificant mistakes	2 points
The answer is not quite full and (or) contains significant mistakes	1 points
The answer is almost absent or (and) does not correspond the question	0 points

Assessment Scale

Credits total for all the kinds of educational activities during the semester	Grade	
	Exam	End of Course Test
90 – 100	Excellent	pass
70-89	Good	
50-69	Fair	
1-49	Poor	fail

10. RECOMMENDED LITERATURE

10.1. 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. Diamnd Stuart. Getting More. –Three Rivers, 2012. -416 p.
6. Malhotra Deepak . Negotiation Genius.- Bantam., 2007.-352 p.
7. Цюрупа М. В. Основи конфліктології та теорії переговорів: Навчальний посібник. – К.: Кондор.- 2006. – 176 с.
8. Яромич С. А., Кусик Н. Л., Петриченко П. А. Менеджмент переговорів: Стратегия и тактика Учебное пособие. - Одесса, 2001. – 140 с.

10.2. Additional

9. Cialdini Robert. Influence. Psychology of Persuasion., Harper Collins

e-books.-2009.-279 p.

10. Malhotra Deepak. Negotiating the Impossible.,Berrett-Koehler-Publishers Inc.-2018.-224 p.

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. Burg Bob. The art of Persuasion. , Sound Wisdom, 2019.- 238 p.

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. Ury W. Getting Past No. Random House, 2015.-208 p.

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.

10.3. 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>