



Syllabus of the course
«Strategies of business negotiations»

Specialty	073 «Management»
Study Programme	Creative industries management
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	elective
Language	English
Term	second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester
ECTS credits	5
Workload	Lectures – 24 hours. Practical studies – 24 hours. Laboratory studies – 0 hours. Self-study – 102 hours.
Assessment system	Grading including Exam
Department	Department of Management and Business, auditorium 703 of the library building, phone: (057) 702-01-46 (2-96), website: https://www.kmib.hneu.edu.ua
Teaching staff	Olga Valentynivna Maystrenko, PhD in Economics, Associate Professor Nikita Konstantinovich Nazarov, Doctor of Sciences in Economics, Associate Professor
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Course schedule	Lectures: according to the schedule Practical studies: according to the schedule
Consultations	At the Department of Management and Business, offline, according to the schedule, individual, PNS chat.

Learning objectives and skills:

development of students' competencies in the system of theoretical knowledge and applied skills and abilities to use the principles and techniques of negotiation, formation of a system of knowledge about the strategy and tactics of the negotiation process, as well as the ability to communicate in the state language in the professional field.

Structural and logical scheme of the course

Prerequisites	Postrequisites
-	-
-	-

Course content

Module 1 *Theoretical foundations of the negotiation process*

Topic 1. Concept and main characteristics of the negotiation process.

Topic 2. Principles, methods and mechanisms of the negotiation process. Requirements for the organization and conduct of negotiations.

Topic 3. Psychological components of communication during negotiations.

Topic 4. Negotiation techniques.

Module 2 *Negotiation strategies and methods of conducting negotiations*



Topic 5. Strategy and tactics of conducting business negotiations.

Topic 6. Use of manipulative technologies in the negotiation process.

Topic 7. Basic methods of the negotiation process.

Topic 8. Peculiarities of conducting negotiations: international aspect

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 – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: competence-oriented tasks and express tests.

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.