



Syllabus of the course
«Strategies of business negotiations»

Specialty	073 Management
Study programme	Creative industries management
Study cycle (Bachelor, Master, PhD)	First (bachelor)
Course status	Elective
Language	English
Term	3 course 5 semester, 3 course 6 semester, 4 course 7 semester
ECTS credits	5
Workload	Lectures – 24 hours. Practical studies (seminars) – 24 hours. Laboratory studies – 0 hours. Independent training – 102 hours.
Assessment system	Grading with Exam
Department	Department of Management, Business and Administration room 210 of the main building phone: (057) 702 01 46 (add. 2-96) website: https://www.kmib.hneu.edu.ua
Teaching staff	Nazarov Nikita Konstantinovich, Dr, Professor Maystrenko Olga, PhD, Associate Professor
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Course schedule	Lectures: due to timetable Practicals: due to timetable
Consultations	At the Department of Management, Business and Administration, off-line; due to timetable of consultations, PNS chat

Learning objectives and skills:

the formation of students' system of knowledge on the theory and practice of the process of attracting resources for the implementation of projects.

Structural and logical scheme of the course

Prerequisites	Postrequisites

Content of the educational discipline

Content module 1 *Theoretical foundations of the negotiation process*

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

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

Theme 3. Psychological components of communication during negotiations.

Theme 4. Negotiation techniques.

Content module 2 *Negotiation strategies and methods of conducting negotiations*

Theme 5. Strategy and tactics of conducting business negotiations.

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

Theme 7. Basic methods of the negotiation process.

Theme 8. Peculiarities of conducting negotiations: international aspect.

Material and technical support (software) of the discipline



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: 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.

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