



Харківський національний економічний університет імені Семена Кузнеця

Syllabus of the course “Business negotiations in marketing”

Specialty	<i>All</i>
Study program	<i>All</i>
Study cycle	<i>third (educational-scientific) level of higher education</i>
Course status	<i>Elective</i>
Language	<i>English</i>
Term	<i>1 year</i>
ECTC credits	<i>5 credits</i>
Workload	<i>Lectures – 20 hours</i>
	<i>Practical classes – 20hours</i>
	<i>Self-study – 110 hours</i>
Assessment system	<i>Credit</i>
Department	<i>Department of Marketing Kharkiv Nauki Avenue 9-A. 1 building, 4th floor room 413, +38(057)702-02-65 (3-66), http://www.dom.hneu.edu.ua/</i>
Teaching staff	<i>Lysytsia Nadiia, professor, Doctor of Sociology, Departmenr of Marketing</i>
Contacts	<i>nashakafedra_eim@ukr.net</i>
Course schedule	<i>Lectures: : according to the schedule Practical classes: according to the schedule</i>
Consultations	<i>At the Department of Marketing, full-time according to the schedule of consultations; individual, remote via PNS chat</i>
Learning objectives and skills:	
<i>The aim of the course: formation of competences of conducting business negotiations in marketing and decision making in unpredictable situations, adaptation to changes in the marketing process.</i>	



Structural-logical scheme of teaching academic discipline	
Prerequisites	Corequisites
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Course content	
Module 1. Features of business negotiations in marketing	
Topic 1. General characteristics of the negotiation process in marketing	
Topic 2. Main stages of conducting business negotiations in marketing	
Topic 3. Strategy of conducting negotiations	
Topic 4. Tactics of conducting negotiations	
Topic 5. Analysis of the nature of business partner	
Module 2. The practice of organizing successful negotiations in marketing	
Topic 6. The process of business negotiations in marketing	
Topic 7. Answers to questions and objectives	
Topic 8. Psychological influence in management process of BN	
Topic 9. Manipulations in negotiations and counteraction to them	
Topic 10. Effective conclusion of negotiations	
Teaching environment (software)	
<i>Multimedia projector, S. Kuznets PN, Corporate Zoom System</i>	
<p>During the current control, the student receives a maximum of 100 points and is considered certified if he received at least 60 points.</p> <p>The system of assessment of the formed competencies of students takes into account the types of classes, which in accordance with the program of the course include lectures and practical classes, as well as self-study work.</p> <p>Assessment of the formed competencies of students is carried out according to the accumulative 100-point system.</p> <p>The current control carried out during the semester during practical (seminar) classes and self-study work is assessed by the sum of points scored.</p> <p>The maximum possible number of points for the current and final control during the semester – 100. and the minimum possible number of points - 60.</p> <p>The final control of knowledge and competencies of students in the course is carried out on the basis of the semester credit.</p> <p>Current control includes the following control activities: creative and homework, multimedia presentation, current control work, complex modular control in the form of a colloquium. All work must be performed independently. Tasks that are similar to each other will be rejected.</p>	
Course policies	
<p>The teaching of the course is based on the principles of academic integrity. Violations of academic integrity are: academic plagiarism, fabrication, falsification, write-off, deception, bribery, biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work</p>	
More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program	