



Syllabus of the course
«*Conducting business negotiations*»

Specialty	<i>All</i>
Study Programme	<i>All</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>Selective</i>
Language	<i>English</i>
Term	<i>second year third semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 30 hours. Practical studies – 30 hours. Laboratory studies – 0 hours. Self-study – 90 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Marketing, 1st building, 4th floor, auditorium 413, phone: (057) 702-02-65 (3-66), website: https://dom.hneu.edu.ua/</i>
Teaching staff	<i>Lysytsia Nadiia Michailivna, Doctor of Science (Sociology), Professor</i>
Contacts	<i>nadiia.lysytsia@hneu.net</i>
Course schedule	<i>Lectures: according to the schedule Practical studies: according to the schedule</i>
Consultations	<i>At the Department of tourism, offline, according to the schedule, individual, PNS chat.</i>
Learning objectives and skills:	
<i>is formation of competencies in conducting business negotiations and making decisions in unforeseen situations, adapting to changes in the process of business activities.</i>	
Structural and logical scheme of the course	
Prerequisites	Postrequisites
-	-
-	-
Course content	
Module 1. Features of negotiations in business	
Topic 1. General characteristics of the negotiation process	
Topic 2. Negotiations as a universal method of conflict resolution	
Topic 3. Conflict Negotiation Guidelines	
Topic 4. Developing EICS	
Topic 5. Managing Negotiation Process	
Topic 6. Negotiating strategy	
Topic 7. Negotiation tactics	
Module 2. The practice of organizing successful negotiations	
Topic 8. Analysis of the nature of business partner	
Topic 9. Negotiation process	
Topic 10. Answering Questions and Objections	
Topic 11. Psychological impact in the negotiation process	
Topic 12. Resistance to manipulation	



Topic 13. 10 Lessons for Better Business Negotiation

Topic 14. Tips for Successful Negotiations

Topic 15. Negotiating successfully

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 – 100 points; the minimum amount required is 60 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.

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.