

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
STATE HIGHER EDUCATIONAL INSTITUTION
«VASYL STEFANYK PRECARPATHIAN NATIONAL UNIVERSITY»**

Faculty of Economics

Department of Management and Marketing

SYLLABUS OF THE DISCIPLINE

THEORY AND PRACTICE OF THE NEGOTIATION PROCESS

Educational program	<u>Marketing</u>
Specialty	<u>075 Marketing</u>
Field of knowledge	<u>07 Management and administration</u>

Approved at the conference of the department
The protocol N 1 on August 27, 2020

Ivano-Frankivsk - 2020

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1. General information	
Title of the discipline	Theory and practice of the negotiation process
Lecturer	Solomiia Matsola Ph.D. in Economics
Lecturers contact number	+38(095)716 72 49
Lecturers E-mail	solomiia.matsola@pnu.edu.ua
Discipline format	Full-time, part-time
Amount of credits	3 ECTS
Link to the distance learning site	https://d-learn.pnu.edu.ua/index.php?mod=course&action=ReviewOneCourse&id_cat=98&id_cou=8636
Consultations	Consultations according to the consultation schedule
2. Annotation to the course	
<p>"Theory and practice of the negotiation process" is a discipline that belong to the selective part of the cycle of professional and practical training, and aims to master the course topics that should provide future marketers with thorough knowledge of the preparation and conduct of effective business negotiations, acquainting students with basic concepts and key issues of theory and practice of the negotiation process, disclosing the structure and specifics of the negotiation process, identifying socio-cultural traditions and national styles of negotiation and the formation of practical skills for their organizational training and direct conduct. This course is aimed at the formation of a number of professional skills and their application in professional activities and increase the communicative abilities of students for negotiations.</p>	
3. The purpose and objectives of the course	
<p>The purpose of the course is to master the basic concepts and key problems of theory and practice of the negotiation process, to form a system of knowledge about the strategy and tactics of the negotiation process, to acquaint students with existing developments in international negotiations, and to develop practical skills for future management. all levels of government.</p>	
4. Competencies (Learning outcomes)	
<p>IC. Ability to solve complex specialized problems and practical problems in the field of marketing or in the learning process, which involves the use of appropriate theories and methods and is characterized by complexity and uncertainty of conditions.</p> <p>GC1. The ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.</p> <p>GC2. Ability to preserve and increase moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies active recreation and a healthy lifestyle.</p> <p>GC3. Ability to abstract thinking, analysis and synthesis.</p> <p>GC6. Knowledge and understanding of the subject area and understanding of professional activity.</p> <p>GC7. Ability to apply knowledge in practical situations.</p> <p>GC9. Skills in the use of information and communication technologies.</p> <p>GC10. Ability to communicate in a foreign language.</p> <p>GC13. Ability to work in an international context.</p> <p>GC14. The ability to act socially responsibly and consciously.</p> <p>SC1. The ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.</p> <p>SC11. Ability to analyze the behaviour of market participants and determine the peculiarities of the functioning of markets.</p> <p>SC14. Ability to offer improvements in the functions of marketing activities</p>	

PRR2. Analyze and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.
 PRR5. Identify and analyze the key characteristics of marketing systems at different levels, as well as the behaviour of their subjects.
 PRR17. Demonstrate skills of written and oral professional communication in state and foreign languages, as well as proper use of professional terminology.
 PRR18. Demonstrate responsibility in relation to moral, cultural, scientific values and achievements of society in professional marketing activities

5. Organization of course learning

Total mount – 90 h

Total number of hours	
lectures	20
seminars	20
independent work	50

Course information

Semester	Specialty	Year of study	Normative / selective
7	075 Marketing	4	selective

Course topics

Theme, plan	Form of classes	Literature	Task	Weight of the mark	Deadline
<p>Topic 1. Business communication: types and features. Purpose, subject and tasks of the discipline. The role of business communication in the modern world. The concept of basic types of business communication. The concept of business conversation, business conversation and business negotiations. Levels of business communication. Requirements for participants in business communication. Business communication in the professional activities of managers.</p>	Lecture, seminars	[1,2,3,6,13-18]	Study lecture material, prepare for seminar	5 points	To the next lesson on schedule
<p>Topic 2. The essence of business negotiations, the main categories and principles of organization. Negotiations in business communication, its characteristics. History of the development of knowledge about negotiations. Views of modern scientists on the definition and classification of negotiations The problem of</p>	Lecture, seminars	[1,2,3,7,13-18]	Study lecture material, prepare for seminar	5 points	To the next lesson on schedule

defining negotiations. Basic concepts of negotiation theory. Types of negotiations. Characteristic features of the negotiation process. Forms of interpersonal negotiations.					
<p>Topic 3. Planning, organization and conduct of business negotiations</p> <p>Negotiation procedure and its organization. Planning, organization, negotiations, their final phase. Negotiation preparation planning. Stages of development of the program of negotiations. Methods of preparation and conduct of the negotiation process. Collection and processing required information. Coordinating the terms of the business meeting</p>	Lecture, seminars	[3,4,5,7,13-18]	Study lecture material, prepare for seminar	5 points	To the next lesson on schedule
<p>Topic 4. Tactics and methods of business negotiations</p> <p>Theoretical concepts of tactics of the negotiation process. Tactical positions in negotiations, features of their application. Analysis of the stated positions of the parties in the negotiations, identification of "areas of agreement". Working phase of negotiations. Search for compromise solutions to uncoordinated positions. Methods of making and coordinating decisions. Hard and soft tactics in negotiations. Concessions made in negotiations as a tactic.</p>	Lecture, seminars	[3,4,5,7,13-18]	Study lecture material, prepare for seminar	5 points	To the next lesson on schedule
<p>Topic 5. Strategy of the negotiation process.</p> <p>Theoretical concepts of the strategy of the negotiation process. Strategic positions in negotiations, features of their application. Identification of the most important areas for priority discussion of the issue. Studying the positions of stakeholders to form a circle of negotiators, The final stage of</p>	Lecture, seminars	[3,4,5,7,13-18]	Study lecture material, prepare for seminar	5 points	To the next lesson on schedule

negotiations					
<p>Topic 6. Psychological aspects of business negotiations</p> <p>Psychological mechanisms of negotiations. Methods of personal psychological preparation for negotiations. Models of behaviour of partners in the negotiation process. Tips and language clichés for effective communication. Negotiation technologies. Psychological conditions for success in negotiations.</p>	Lecture, seminars	[5,6,9,11,13-18]	Study lecture material, prepare for seminar	5 points	To the next lesson on schedule
<p>Topic 7. The concept of business etiquette and the main features of successful business behaviour during negotiations</p> <p>The essence and content of ethics of business relations. Ethical norms in management. Features of business etiquette and protocol. Appearance of a business man. Ethics of business relations with clients and business partners. National features of business ethics in different countries.</p>	Lecture, seminars	[5,6,7,13-18]	Study lecture material, prepare for practical class	5 points	To the next lesson on schedule
<p>Topic 8. Features of negotiations with foreign partners</p> <p>Tasks and problems of preparatory work. Negotiations on negotiations. Choice of place and terms of negotiations. Determining the agenda and level of negotiations. Modeling the negotiation process. Problem analysis and development of possible alternatives. Preparation of a negotiating position, concept and possible solutions. Formation of proposals and preparation of basic arguments. Organizational preparation of negotiations. Formation of a delegation. Quantitative and personal composition of the negotiating party. Defining the</p>	Lecture, seminars	[4,6,8,13-18]	Study lecture material, prepare for seminar	5 points	To the next lesson on schedule

functions of each participant in the negotiations. Meet. Technical means for the preparation and conduct of negotiations.					
<p>Topic 9. Features of negotiations with representatives of different cultures</p> <p>The influence of cultural and mental differences business negotiation partners. Features of negotiations with representatives of Western Europe, the United States, Asia, Latin America, etc. Body language, its intercultural differences. Fundamentals of effective intercultural communication</p>	Lecture, seminars	[3,5,11,13-18]	Study lecture material, prepare for seminar	5 points	To the next lesson on schedule

6. Course evaluation system

General course evaluation system	<p>100 points - 50 points during the semester and 50 points for the test</p> <p>"Excellent" - the student demonstrates complete and in-depth knowledge of the material, a reliable level of development of skills, correct and reasonable formulation of practical conclusions, provides a complete reasonable solution of examples and problems, analyzes causal relationships; fluent in scientific terms;</p> <p>"Good" - the student demonstrates complete knowledge of the material, but allows minor omissions of factual material, is able to apply it to solve specific examples and problems, in some cases vaguely formulates generally correct answers, makes some minor mistakes and inaccuracies in solutions;</p> <p>"Satisfactory" - the student has most of the factual material, but does not teach it consistently and logically, allows significant gaps in the answer, does not always know how to properly apply the acquired knowledge to solve specific examples and problems, vaguely and sometimes incorrectly formulates basic allegations and causation;</p> <p>"Unsatisfactory" - the student does not have a sufficient level of necessary knowledge, skills, abilities, scientific terms.</p>
Requirements for individual work	The student performs individual work, which is to develop and submit their own plan of the negotiation process, which is an admission to the test or provides a certificate of completion of the course, which covers the negotiation process on the platforms Coursera, Prometheus , etc .students in the learning process, identifying the degree of mastery of the theoretical provisions of the course. The individual assignment must be submitted for review 1 week before the end of the semester and defended and evaluated at 10 points (max)
Seminars	The practical lesson is held in order to form students' skills in the subject, solve problems, check and evaluate them. The purpose and structure of practical classes is a chain that connects theoretical training and teaching practice in the discipline, as well as provides prior control students' knowledge. The grade for the practical lesson is taken into account when

	setting the final grade for the discipline. This form gives the student the opportunity to receive a maximum of 30 points during the semester
Independent work	Independent work of students is the main means of mastering educational material in free time from classroom classes. The study time allotted for independent work of students is regulated by the working curriculum and is respectively 50 hours. Independent work involves the study of educational, scientific and reference literature. The recommended element of this student work is record keeping (electronic version or presentation is also allowed). This approach promotes better assimilation of the actual material, makes it possible to save it in a user-friendly form. The level of student performance of independent work is taken into account when setting the final grade for the content modules of the discipline and is estimated at 10 points (max)
Conditions of admission to the final control	<ul style="list-style-type: none"> – evaluation for answers and testing during classroom classes (30 points); – assessment for individual (presentation) work (10 points); – score for independent work (10 points).

7. Course policy

- independent performance of educational tasks, tasks of current and final control of learning outcomes (for persons with special educational needs this requirement is applied taking into account their individual needs and opportunities);
 - links to sources of information in the case of the use of ideas, developments, statements, information;
 - providing reliable information about the results of their own educational (scientific, creative) activities, used research methods and sources of information.
- Assimilation of the missed topic of the lecture for a good reason is checked during the final control. The omission of the lecture for a disrespectful reason is completed by the student in accordance with the requirements of the department, established at the meeting of the department (interview, abstract, etc.).
- Missed practical classes, regardless of the reason for the omission, the student works according to the schedule of consultations. Current "2" academic groups.

8. Recommended literature

1. 1 Блінов О.А. Психологічне забезпечення переговорного процесу: навч. посіб. / О.А. Блінов. – К.: НАУ, 2013. – 248 с.
2. Бучацька І.О. Ділові переговори: навч. посіб. [для студ. навч. закл.] / І.О. Бучацька, Т.В. Дубовик. – К.: Київ. нац. торг.-екон. ун-т, 2012. – 252 с.
3. Байцим А.І. Принцип медіації як процесу переговорів за участю третьої сторони / А.І. Байцим // Інформаційні технології, економіка та право: стан та 12 перспективи розвитку (ІТЕП-2012) : матеріали наук.-практ. конф. молодих вчених та студентів, 28–31 берез. 2012 р. – 2012. – Ч. 2. – С. 180-181.
4. Ващенко І.В. Конфліктологія та теорія переговорів: навч. посіб. / І.В. Ващенко, М.І. Кляп. – К.: Знання, 2013. – 407 с
5. Долинська Л.В. Психологія конфлікту: навч. посіб. / Л.В. Долинська. – Л.П. Матяш-Заяц. – К.: Каравела, 2013. – 304 с.
6. Етика ділових відносин: навчальний посібник / [Лесько О.Й., Прищак М.Д., Залюбівська О.Б. та ін.] – Вінниця: ВНТУ, 2011. – 309 с.
7. Іщенко І.В. Конфліктологія та теорія переговорів: навч. посіб. / І.В. Іщенко. – Дніпро: ДНУ, 2016. – 103 с.
8. Фішер Р. Шлях до так: як вести переговори, не здаючи позицій / Р. Фішер, У. Юрі, Б. Петтон. – В-во Основи, 2016. – 220 с.
9. Глінковська Б. (Glinkowska V.), Чеботарьов Є., Чеботарьов В. Крос-культурні підприємницькі комунікації : навчально-методичний посібник для магістрантів ; Держ. закл. „Луган. нац. ун-т імені Тараса Шевченка”. – Старобільськ, 2018. – 120 с

10. Тодорова Н. Ю. Крос-культурний менеджмент: навч. посіб. Донецьк: ДонНТУ, 2008. 330 с.
 11. Азарова Ю. Мультикультуралізм і сучасні моделі міжкультурної комунікації / Ю. Азарова // Наукові записки Національного університету "Острозька академія". Серія: Культурологія. - 2016. - Вип. 17. - С. 13-19.
 12. Льюїс Р.Д. Ділові культури в міжнародному бізнесі. Від зіткнення до взаєморозуміння. Київ: Справа, 2011
 13. Яхно Т.П. Конфліктологія та теорія переговорів: навч. посіб. / Т.П. Яхно, І.О. Куревіна. – К.: Центр учбової літератури, 2012. – 168 с.
 14. Malhotra, Deepak (2016). Negotiating the impossible: how to break deadlocks and resolve ugly conflicts (without money or muscle). Oakland, CA: Berrett-Koehler Publishers.
 15. Russell Korobkin, Richard C. Maxwell. Negotiation Theory and Strategy. Third Edition, 528 pages (2014)
 16. Salacuse, Jeswald W. (2013). Negotiating life: secrets for everyday diplomacy and deal making. New York: Palgrave Macmillan. ISBN 9781137034762. OCLC 830837538
 17. Jung, Stefanie; Krebs, Peter (2019). The Essentials of Contract Negotiation. Springer. ISBN 978-3-030-12866-1
 18. Sycara, Katia Gelfand, Michele J. Abbe, Allison, eds. (2013). Models for intercultural collaboration and negotiation. Advances in group decision and negotiation. Dordrecht; New York: Springer Verlag
 19. Meyer, E. (2014). The Culture Map: Breaking Through the Invisible Boundaries of Global Business.
 20. Meyer, E. (2014). Navigating the Cultural Minefield. The Harvard Business Review
 21. Malhotra, Deepak (2016). Negotiating the impossible: how to break deadlocks and resolve ugly conflicts (without money or muscle). Oakland, CA: Berrett-Koehler Publishers.
 22. Susskind, Lawrence (2014). Good for you, great for me: finding the trading zone and winning at win-win negotiation. New York: PublicAffairs
- Sycara, Katia Gelfand, Michele J. Abbe, Allison, eds. (2013). Models for intercultural collaboration and negotiation. Advances in group decision and negotiation. 6. Dordrecht; New York: Springer Verlag doi:10

Lecturer _____

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