

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО
на засіданні кафедри
маркетингу
Протокол №1 від 30.08.2023р.

ПОГОДЖЕНО
Проректор з навчально-методичної
роботи
Каріна НЕМАШКАЛЮ



ВЕДЕННЯ ДІЛОВИХ ПЕРЕГОВОРІВ
робоча програма навчальної дисципліни (РПНД)

Галузь знань **Всі**
Спеціальність **Всі**
Освітній рівень **перший (бакалаврський)**
Освітня програма **Всі**

Статус дисципліни **вибіркова**
Мова викладання ,навчання та оцінювання **англійська**

Розробник
д.с.н., проф.


_____ Надія ЛИСИЦЯ

Завідувач кафедри
маркетингу


_____ Людмила ГРИНЕВИЧ

Харків
2024

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Simon Kuznets Kharkiv National University of Economics

APPROVED

at the meeting of Department
Marketing
Minutes № 1, dated 30.08.2023

AGREED

Vice-Rector of Educational and Methodological Work



Karina NEMASHKALO

CONDUCTING BUSINESS NEGOTIATIONS
syllabus of the academic course (WSAD)

| | |
|--------------------|-------------------------|
| Field of knowledge | All |
| Specialty | All |
| Educational Level | first (bachelor) |
| Study program | All |

| | |
|-------------------|------------------|
| Course status | selective |
| Teaching language | English |

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Kharkiv
2024

INTRODUCTION

Business activities are aimed at meeting needs through exchange. In order to ensure the process of meeting needs, it is necessary to use all possible types of gathering information about consumers. Consumer information becomes an incentive for the organization of business activities and the choice of appropriate forms of communication with the consumer, partner, competitor. The most beneficial and less costly form of communication is business negotiations, when it is possible to make the right decision in the interests of participants of negotiations and adequately and rationally use dependence on the opponent. A rational model of behavior of each party creates preconditions for successful business activity.

The aim of the academic discipline: formation of competencies of applicants for higher education of the first (bachelor's) level for conducting business negotiations and decision-making in unforeseen situations, adapting to changes in the business process

The tasks of the academic discipline consist in:

- 1) studying the general principles of conducting business negotiations;
- 2) defining specific strategies and tactics of negotiations;
- 3) choosing rhetorical methods in communication with partners;
- 3) developing abilities to creatively influence business partners.

The **object** of the academic discipline is the process of negotiations.

The **subject** of the academic discipline is the general rules of conducting business negotiations.

Program of the academic discipline

Contents of the course

Content module 1. Features of preparation for negotiations in business

Topic 1. General characteristics of the negotiation process

1.1. The features, types of business communication.

Certain official status of partners. Orientation towards establishing mutually beneficial contacts. Oral and written types of negotiations.

1.2. The definition of business negotiations.

Negotiation is a discussion for the purpose of concluding an agreement. Negotiation is a joint, two-or multi-action process.

1.3. Structure of negotiations (main stages and tasks).

Precommunicative stage. Communicative stage. Post communicative stage.

Topic 2. Negotiations as a universal method of conflict resolution

2.1. Negotiations: types.

Negotiations represent a broad aspect of communication with various areas of activity. Negotiation is a joint bilateral or multilateral contact interaction between the parties to make mutually acceptable decisions

2.2. Main functions of negotiations.

Search for a common solution of the problem. Information. Communicative. Regulative.

Propaganda. Camouflage.

Topic 3. Conflict negotiation guidelines

3.1. What is a conflict negotiation?

Conflict negotiation is a back-and-forth communication process. Conflict negotiation refers to a voluntary, two-way communication where the partners involved control of both the process and the outcome.

3.2. Components of conflict negotiation.

Partners. Negotiation. Interaction. Mutually acceptable solution.

3.3. Negotiation styles.

Collaborative style. Competitive style. Compromising style. Accommodation style.

Topic 4. Developing EICS

4.1. Developing effective interpersonal communication skills (EICS)

Be an active listener. Use questions. State your interests, needs, goals. Set a constructive tone. Acknowledge and validate the other person's perceptions.

4.2. Building working relationships.

Negotiation requires that the partners involved address substantive differences in an open, frank, and non-combative manner. In order to interact with each other in a constructive way, the participants must build mutual trust and develop a working relationship

Topic 5. Managing negotiation process

5.1. Steps to take before the negotiations begin

Identify the issue to be negotiated. Secure the participation of the right people. Identify your counterpart(s). Prepare for negotiation.

5.2. Steps to take during the negotiation process

Clarify expectations and establish ground rules. Define and explore the issue. Explore interests. Invent options for mutual gain. Use objective criteria to evaluate options

Topic 6. Negotiating strategy

6.1. Strategic approaches to negotiation

Soft approach. Tough approach. Principled approach.

6.2. Principled approach.

Principled approach implies thorough analysis of the problem. Identification of participants. Division of the problem into parts.

6.3. System approach in negotiation

Options, interests, alternatives. Legitimacy, communication, relationship, obligations.

Topic 7. Negotiation tactics

7.1. Concept of "tactics"

Tactics is a system of actions for preparing an effective implementation of the strategy. It includes the development of arguments based on the selection of facts and their analysis.

7.2. Rhetorical methods of negotiations

For building arguments there are 9 rhetorical methods. The most popular is the fundamental method.

7.3. Ways to influence a partner

The methods of influencing a partner are tactical methods with the aim of influencing a partner. It is often advantageous to apply several methods of influencing a partner at the same negotiations.

Topic 8. Analysis of the nature of business partner

8.1. Rules of success in negotiations

It is necessary to operate with simple, clear, precise and convincing concepts; argument should be correct with respect to the partner; one should avoid nonprofessional expressions and formulations, complications, and assess the perception of what was said.

8.2. Analysis of partner's type

Amiable. Driver. Analytical. The Blend.

8.3. Nature of interlocutors

The following points should be considered: the system you are in, his environment and position, competence, functions.

Topic 9. Negotiation process

9.1. Tasks for starting negotiations

The task of the initial phase of negotiations is to establish contact with the interlocutor, draw attention, and arouse interest in the negotiations.

9.2. Methods of attracting the attention of the partner

Diversify your speech, keep listeners in suspense, for this use in your speech the following tricks.

9.3. The art of asking questions

The most skillful habit is the habit of asking questions. Ask many questions, but do not be too "requesting", as this can be perceived as a challenge.

Content module 2. The practice of organizing successful negotiations

Topic 10. Answers to questions and objections

10.1. Answers to questions

Before answering a question, you should know exactly what the person is asking you this question for. Give an answer only when you are sure that it will be fully understood.

10.2. Tricks for avoiding an answer

Answering a question with a question. Redirection, the question to a more competent person. Ignoring - pretending that there was no question. Transfer the conversation to another topic

10.3. Objections, their causes

Protective reaction. Athletic position. Another approach. Disagreement with the proposed method of solution. Tactical thinking.

Topic 11. Psychological influence in management process of BN

11.1. Fundamentals of the psychology of managerial influences.

The influence of one individual (leader) on another (subordinate or group of employees), which (in its arbitrary form) proceeds from a certain motive and aims to change or strengthen views, opinions, relations, attitudes and other psychological phenomena.

11.2. Objectives and types of psychological influence in management.

Open psychological interaction. Hidden psychological interaction. Confronting others' influences.

Topic 12. Manipulation

12.1. Definition of manipulation.

Deliberate and hidden motivation of the addressee to experience certain states, make decisions and / or perform the actions necessary to achieve the initiator's own objectives.

12.2. Psychological attack

Can happen in three forms: destructive criticism, destructive statements, destructive advice.

12.3. Manipulation tactics.

The rule of mutual exchange. The trick of the last demand. The principle of deficiency Unusual possibilities. Hard concessions.

Topic 13. 10 Lessons for better business negotiation

13.1. Negotiations – a second nature

In order to counter effectively and find how your value matches the other side's needs, you first need to know what those needs are. Know what you want.

13.2. Be patient-mantra.

There are no more winners and losers in discovering consultative sales or negotiations. There has to be winners on both sides of the table, so look for gaps that you can fill and look how the other guys can fill your gaps.

13.3. Know your cut-and-run point

In any negotiation you will need to make concessions if for no other reason than to allow the other party to feel they have gotten something out of the negotiation.. Seek Win-Win Opportunities

Topic 14. Tips for advanced negotiations

14.1. Recommendations for negotiations

Never negotiate with anyone who is not qualified to negotiate. Never put things into writing unless you're prepared to live with them

14.2. Managing the sales negotiation process

Know at least 5 things the other person wants that you can offer. Again, this is why it is so important to sell first and negotiate second

14.3. How to negotiate contracts with big companies

Never negotiate on price. Negotiate using other items, such as technical performance, operational efficiencies, etc. that will provide the leverage needed to avoid a price-oriented discussion.

Topic 15. Negotiating successfully

15.1. Negotiation skills

Good negotiations contribute significantly to business success, as they: help you build better relationships, deliver lasting, quality solutions. satisfy the needs of either party, help you avoid future problems and conflicts.

15.2. Assertive communication

Using an assertive style will help increase your chances of negotiating successful outcomes for your business. Assertive communicators, however, are both confident and considerate

15.3. Tips for effective negotiation

Strategies for negotiating. Planning your negotiation. Closing the process of negotiation.

The list of practical classes (seminars) of the academic discipline is presented in Table 1

Table 1

List of practical classes and tasks

| Topics and tasks | Content |
|-------------------------------|---|
| Topic 1. Task 1. | Suggest the main characteristics of negotiations. Formulate the hypothesis why the negotiation may be valuable, exclusive, interesting for consumers. |
| Topic 2. Task 2. | Choose the concept for negotiations. Explain your choice. |
| Topic 3. Task 3. | Choose the possible interests, expectations and values of partners for achieving compromise. |
| Topic 4. Task 4. | Describe the stage of negotiations and the prospects for its success. |
| Topic 5. Task 5. | Name the possible models of behavior of partners in relation to the solution of the problem. |
| Topic 6. Task 6. | Suggest the method of attracting attention when negotiations are not interesting for the partner. |
| Topic 7, 10-15 Task 7, 10-15. | Propositions of the most effective forms of negotiations to solve the problem. |
| Topic 8-9. Task 8-9. | The peculiarities of the most adequate rules in negotiations. |

List of independent work of students of higher education on academic discipline is presented in table 3

Table 2

List of independent work

| Topic and task | Content |
|----------------|--|
| Topic 1 - 15 | Studying lecture material. |
| Topic 1 - 15 | Preparation for practical classes. |
| Topic 1 - 15 | Individual tasks on the results of the latest discussion Of the situation. |
| Topic 7 | Writing essay |
| Topic 1-15 | Preparation for the credit |

The number of the academic hours of lectures, practical classes, as well as mandatory independent work of applicants for higher education on each topic is presented in the work syllabus (technological card) of academic discipline.

TEACHING METHODS

In the process of teaching the discipline to obtain certain learning outcomes, intensify the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 1, 3, 4, 7), problem lecture (Topic 2, 5, 8), lecture-provocation (Topic 6, 9, 10)).

Visual (demonstration (Topic 1-8,10-14)).

Practical (practical work (Topic 1 – 14), essay (Topic 7, 15), case method (Topic 5)).

FORMS AND METHODS OF EVALUATION

The University uses a 100-point cumulative system for assessing the learning outcomes of higher education applicants.

Current control is carried out during lectures, practical seminars and aims to check the level of preparedness of the applicant for a specific job and is estimated by the sum of points scored:

– for disciplines with a form of semester control: credit: the maximum amount is 100 points; The minimum amount is 60 points.

The final control includes semester control and certification of the applicant for higher education.

The final control is carried out in order to assess learning outcomes at a certain educational level or at its individual completed stages.

The final control includes semester control and certification of the applicant for higher education.

Semester credit is a form of final control, which consists in assessing the assimilation of educational material by an applicant for higher education solely on the basis of the results of certain types of work performed at practical classes, seminar.

The final grade for the discipline is determined:

– for disciplines with a form of semester control, credit – summing up all points obtained during the current control.

More detailed information on the assessment system is given in the work plan (technological map) for the discipline.

The procedure for assessing learning outcomes

The system of assessment of the formed competencies of bachelors takes into account the types of classes, which according to the curriculum of the academic discipline include lectures, practical classes, as well as independent work. Assessment of the formed competencies of bachelors is carried out according to the accumulative 100-point system. Control measures include:

current control, which is carried out throughout the term during lectures, practical classes and is assessed by the amount of points scored (maximum amount - 100 points; minimum amount that allows an applicant for higher education to have a credit - 60 points);

final / term control, which is conducted in the form of a test, according to the schedule of the educational process.

Final control: the form of final control is a credit.

The way the final grade for the discipline is calculated.

During the current control, the applicant for higher education receives a maximum of 100 points and is considered attested if he received at least 60 points.

Recommended literature

Main

1. Voss Chris. Never Split the Difference. Negotiating as if Your Life Depended on it / Random House, 2017. – 288 p.
2. Cialdini Robert B. Influence, new and expanded: the psychology of persuasion. City /Country. New York. 2021. -592 p.
3. Weiss Joshua N. The Book of Real-World Negotiations: Successful Strategies From Business Government and Daily Life / John Wiley and Sons, New Jersey, 2020. – 304 p.
4. Fisher R., Ury W., Patton B. Getting to Yes. Negotiating Agreement Without Giving In / 1992.- 234 p.
5. Sedalo, G., Boateng, H., & Kosiba, J.P. (2022). Exploring social media affordance in relationship marketing practices in SMEs. *Digital Business*, 2, article number 100017. [Exploring social media affordance in relationship marketing practices in SMEs - ScienceDirect](#)
6. Sebenius K. James, Cook Ben, Lax David, Fortgang Ron, Silberberg Isaak, Levi Paul. A Playbook for Negotiators in the Social Media Era, April 16, 2021, Harvard Business Review <https://hbr.org/2021/04/a-playbook-for-negotiators-in-the-social-media-era>
7. Pinkley R. L., Conlon D. E., Sawyer J. E., Slesman D. J., Vandewalle D., Kuenzi M. The power of phantom alternatives in negotiation : How what could be haunts what is. *Organizational Behavior and Human Decision Processes*, 2019. № 151. P. 34–48.
8. Fells R., Sheer N. Effective negotiation: From research to results. Cambridge University Press, 2019. 430 p.
9. Lysytsia N. M. Tools for ensuring creativity of advertising content / N. M. Lysytsia, Y. V. Vyelikova // Трансформація соціальних інститутів в інформаційному суспільстві: IV Конгрес Соціологічної асоціації України. Харків 8 28-29 жовтня 2021 р. : тези допов. – Харків, 2021. – С. 275-276. <http://repository.hneu.edu.ua/handle/123456789/26472>
10. Lysytsia N. Marketing and education: directions of distance learning development / Lysytsia N., Vyelikova Y., Martynenko M., Prytychenko T. // *Economics of Development*. – 2021. – v. 20, issue 1, P. 1–10, DOI: 10.21511/ed.20(1).2021.01 Access mode: <http://repository.hneu.edu.ua/handle/123456789/26099>
11. Лисиця Н.М., Ястремська О.О., Вдовічена О.Г. Стратегії ведення ділових переговорів в українському бізнес-середовищі//«Актуальні питання у сучасній науці. № 9(15). 2023,с 74-83. DOI: [https://doi.org/10.52058/2786-6300-2023-9\(15\)](https://doi.org/10.52058/2786-6300-2023-9(15))

Additional

12. Гамерська І. С., Смирнова Т. А. (2021). Елементи ділових переговорів у комунікаціях бізнес-структур. Проблеми обліково-аналітичного забезпечення управління підприємницькою діяльністю (21 квітня 2021 р., м. Полтава). Полтава, 2021. С. 761–765.

Informational Resources

13. Нормативні акти України. – Режим доступу : <http://www.nau.kiev.ua>

14. Business Communication and Report Writing. Handbook URL:
https://www.fasset.org.za/downloads/Business_Communication_and_Report_Writing_Handbook.pdf