



SYLLABUS “TECHNIQUE OF INTERNATIONAL BUSINESS NEGOTIATIONS ”

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Department responsible for the course or equivalent: Institute of Management in Economic, Ecological and Social Systems; Department of Engineering Economics

Semester when the course unit is delivered: 3rd

Level of course unit: Master level

ECTS credits: 5

ADMISSION REQUIREMENTS

Applicants are expected to have completed the following courses:

Managerial Economy

- - Know: students' theoretical development of knowledge related to the main aspects of the development of the modern economy, the identification and formulation of relevant scientific problems of consumer demand, supply and consumer behavior; the study of modern ideas about entrepreneurship, firms, costs and profits; acquisition of systematic knowledge about the laws, rules and procedures for the development of organizational management structures and economic mechanisms of organizations, organizational forms, advantages and disadvantages;
- - To be able to: modeling of the main types of economic and managerial decisions that managers must make in connection with the distribution of limited resources of the company; the ability to manage the project, including project organization and responsibilities, the choice of organizational models; strategic planning organization; production and operations management; selection of motivation; organization of information systems; managing the progress of organizational changes and taking action to manage and make decisions.
- - Own: the acquisition of practical skills in the collection, processing and evaluation of information for the preparation and adoption of managerial decisions, analysis of existing forms of management organization, substantiation of proposals for their improvement.

English (advanced level) (Английский язык (продвинутый уровень))

- - Know: the concepts of a logical culture of activity; concepts of modern linguistics; speech formulas and turns of a professional nature;



- - Be able to: conduct various forms of business communication in English; to critically interpret and creatively use specific advice in relation to the conditions of communication with foreigners; summarize and critically evaluate the results of research on topical management problems;
- - Own: rhetorical tools of business speech; technique and etiquette of communication in a foreign language, methods and technologies for evaluating the results of research on topical management problems.

COURSE OBJECTIVES (AIMS)

- to provide future specialists with theoretical and practical knowledge in the field of technology, conducting international negotiations with representatives of different countries and cultures.
- to study the theoretical foundations of the negotiation process;
- to form a system of knowledge about the process of conducting international negotiations;
- to develop students' ability to draw up a strategy and plan for conducting international negotiations;
- to study the basic tactics and methods of conducting international negotiations;
- to identify features of contacts with business partners of leading countries of the world;
- to understand cross-cultural psychology in the business interaction of business partners;
- to transfer knowledge on the design and establishment of guarantees for the subsequent execution of the results of the agreements.

COURSE CONTENTS

Session 1. Alternative negotiation strategies.

- Definition and quantification of your interests and goals. Defining goals and limitations. What do you need to cook? Checklist for collecting information. Worksheet for preparation. The main factors affecting negotiations. Who are you in the negotiations? Classification of types of negotiators. The ideal negotiator: a set of qualities. Personal strength. Understanding the limits of your negotiation plan. Destruction and quantification of the likely interests and goals of other parties. Definition of various "Agreed Decisions".

Session 2. Tactics of public speaking and beliefs.

- Definition of types of equipment. Presentation of information. Using Visual Aid. Use of rhetorical questions. Underline and key highlights. How to



control the difference in the discussion. How to interrupt and hold the thread of negotiations. Negotiating: Games / Methods.

Session 3. Business etiquette.

- The rules of business communication in oral and written forms in Russian and foreign languages to solve the problems of professional activity. Acquaintance. Handshake. Exchange of business cards. Phone calls. Communication via email.

Session 4. Perception of the counterparty. The art of listening to the opposite side.

- The art of listening. Skills of a good listener. Verbal and non-verbal communication. Preparation for negotiations (setting limits and goals). Preliminary stage (establishing the identity and tonality of negotiations). Information stage (creation of values).

Session 5. Question and answer strategy.

- Important factors in the negotiations: time, place, authority, participants, etc. Competitive / distribution stage (cost estimation). Psychological seizure. Communication between managers and negotiators. Pros and cons of using negotiators. Expectations

Session 6. Effective leverage in negotiations.

- The ability to use an uneven playing field. The ability to protect confidential information. The ability to be believable and to identify inaccurate information. The ability to overcome the balance between rivalry and compromise. Post-negotiation evaluation of the result.

Session 7. Specifics of negotiations with international partners.

- Negotiation ethics. Multilateral negotiations. Coalitions. Refusal of a constructive template of negotiations. Emotion control on both sides. Technique "Conclusion to the balcony." Mechanisms for resolving difficult issues, as well as for working with difficult negotiators. Playing several games at once. Russian realities of the negotiation procedure.

Session 8. Tactical elements of a negotiation strategy, as well as common problems and obstacles facing negotiators conducting cross-cultural negotiations.

- Providing guarantees in the implementation of agreements. Tactical elements of a negotiation strategy, as well as common problems and obstacles facing multicultural negotiators. The impact of ethnicity and gender conditions on negotiation tactics. Stage of completion of



negotiations. Joint / integral stage (maximization of value). Issues for consideration in the preparation of final documentation based on the results of negotiations.

LEARNING OUTCOMES

Knowledge:

- Know: the basic principles of effective negotiations in non-standard situations
- Know: basic principles of effective communication in oral and written forms in Russian and foreign languages
- Know: strategies, tactics and tricks in negotiations, including when implementing management of groups of employees, projects and networks
- Know: the basic principles of substantiation of the relevance, theoretical and practical significance of the chosen topic of scientific research
- Know: principles and rules of independent research in the preparation of negotiations

Skills:

- Be able to: effectively prepare for any negotiations; Clearly and realistically understand alternatives in negotiations in unusual situations
- Be able to: effectively prepare for any professional communication in oral and written forms in Russian and foreign languages; find the basic interests of the parties that force them to negotiate; identify problems and develop options in the negotiation process
- Be able to: analyze correctly the results of negotiations; Apply acquired skills to develop company strategy and tactics in commercial transactions and disputes; Striking a balance between rivalry and compromise
- Be able to: develop a negotiation plan in accordance with a preliminary study of the topic of negotiations
- Be able to: find and use effective levers in negotiations; Work with information and protect confidential information; Work with inaccurate data (to detect incorrect side offers)

Learning outcomes

- Own: master research skills to obtain the necessary information
- Own: to have oral and written communication skills in Russian and foreign languages for solving professional tasks



- Own: to have oral and written communication skills in Russian and foreign languages for solving professional tasks
- Own: building a negotiation team; persuasion skills; listening skills
- Own: oral and written communication skills in Russian and foreign languages to solve the problems of professional activity
- Own: the skills to apply marketing analysis of domestic and foreign markets; to conduct research to obtain the necessary information; to analyze and prepare upcoming negotiations

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

Each session lecturing accounts for about 50% of time, students' participation in discussion accounts for 50%. Specifically, the lecturer will invite students to speak during the lecture. At the end of each session, questions are presented for discussion.

Educational technologies used in the study of the discipline include the use of e-learning and distance learning technologies, including for the implementation of contact work with students. In particular, Microsoft Teams is planned to be used to create a remote workspace for collaboration and real-time communication, meetings, messaging, files and applications. For the offline interaction form, e-mail and group chats on VK are used.

In the course of their independent work, students are encouraged to use the materials on-line of the Business English: Networking course - <https://www.coursera.org/learn/business-english-intro/home/welcome>.

Comprehensive development of student discipline involves:

- students' involvement in problem-based presentation;
- students self-guided reading of the further literature;
- written abstract;
- control work;
- interview questions and testing.

ASSESSMENT METHODS AND CRITERIA

Criteria for evaluation:

Interview

- 1 - 15 points are awarded to the student if he: gave answers to the teacher's questions: completeness, reasoning, persuasiveness.



- 16 - 30 points are awarded to a student if he: showed a pedagogical orientation: the culture of speech, the use of visual aids. He demonstrated the reasonability of the proposed solutions, approaches, conclusions, the completeness of the bibliography, and citation. He showed the volume and depth of knowledge on the topic (or subject), erudition, intersubject communications.
- 31 - 40 points are awarded to a student if he: gave substantive answers to the questions of the teacher: completeness, reasoning, persuasiveness, the desire to use the answers to successfully expand the topic. He showed his business and volitional qualities: the desire to achieve high results, readiness for discussion, friendliness, contact.

Abstract

- 0 points - is awarded to the student if he has not fulfilled the requirements for writing and / or defending the essay indicated below.
- 1 - 5 points are awarded to the student if he has fulfilled the following requirements: the abstract is submitted to the department within the time period established by the teacher. The abstract complies with the requirements for the structure, content, language and style of presentation of the material, the correct design of links, a list of literature and applications. Abstract is printed, checked for spelling and stylistic errors, stitched and bound. While defending the abstract, the student showed knowledge of factual material, the assimilation of general ideas, concepts, ideas of the topic of the abstract.
- 6 - 10 points are awarded to the student if he has fulfilled the following requirements: the abstract is submitted to the department within the time period established by the teacher. The abstract complies with the requirements for the structure, content, language and style of presentation of the material, the correct design of links, a list of literature and applications; abstract printed, checked for spelling and stylistic errors, stitched and bound; the student, while writing the essay, showed a culture of written presentation of the material and a culture of designing the materials of the work, contains a sufficient list of used literature sources to cover the topic. The abstract is signed by the author and contains such sections as novelty, relevance of the problems posed in the work, the correctness of the formulation of the goal, the definition of the research objectives, the correspondence of conclusions to the tasks to be solved, and the goal set. In defending the abstract, the student showed knowledge of factual material, master.

Test



- Each question in the test is rated at 1 (one) point.
- The number of questions in the test is 20, the maximum number of points a student can get for a written test is 20.
- If the student has correctly selected and indicated all the answers in the test (if there are several options in the question) or has chosen the only correct option (if the question has the only correct answer), then the student receives one point for this question.
- If the student has correctly selected and indicated not all the correct answers in the test (if there are several options in the question), but did not indicate unnecessary incorrect options, then the student receives half a point for this question.
- If the student chose and indicated the wrong answers in the test (if there are several options in the answer) or indicated the wrong option if the question has the only correct answer, or this question was left unanswered, then the student gets zero points for this question.
- 0 points - is awarded to the student if he has not fulfilled the requirements for writing and / or defense of the work indicated below.

Control work

- 1 - 15 points are awarded to the student if he: in the task showed independence, completeness, preparedness of the proposed solutions. Qualitatively designed the task: compliance with standard requirements, the quality of sketches, diagrams, drawings. Gave answers to the questions of the teacher: completeness, reasoning, persuasiveness.
- 16 - 30 points are awarded to a student if he: in the task showed independence, completeness, preparedness of the proposed solutions. He showed the level of creativity, the originality of the disclosure of the topic, approaches, proposed solutions. Demonstrated the validity of the proposed solutions, approaches, conclusions, the completeness of the bibliography, citation. Qualitatively designed the task: compliance with standard requirements, the quality of sketches, diagrams, drawings. Showed the volume and depth of knowledge on the topic (or subject), erudition, intersubject communications. He showed a pedagogical orientation: the culture of speech, the use of visual aids. Gave meaningful answers to the questions of the teacher: completeness, reasoning, persuasiveness, the desire to use the answers to successfully reveal the topic and



the strengths of the work. He revealed his business and volitional qualities: the desire to achieve high results, readiness for discussion, friendliness, contact.

COURSE LITERATURE (RECOMMENDED OR REQUIRED)

1. 1. Sevostyanov A. P. Business Negotiations: a training manual / A.P. Sevostyanov - 2nd ed., Ext. and reslave. - Moscow | Berlin: Direct Media, 2018 .-- 572 with <http://biblioclub.ru/index.php?page=book&id=496123>
2. Mastering English through Global Debate: Textbook / E. Talalakina, T. Brown, J. Bown, W. Eggington. - Moscow: Publishing House of the Higher School of Economics, 2017. - 191 p. : ill. - Access mode: by subscription. - URL: <http://biblioclub.ru/index.php?page=book&id=486564> (accessed March 19, 2020). - ISBN 978-5-7598-1550-1 (pbk.). - Text: electronic.
3. 3. Garanin, S. N. Speeches, presentations and reports in English: textbook: [16+] / S.N. Garanin; Ministry of Transport of the Russian Federation, Moscow State Academy of Water Transport. - Moscow: Altair: MGA VT, 2015 .-- 35 p. : ill. - Access mode: by subscription. - URL: <http://biblioclub.ru/index.php?page=book&id=429744> (accessed March 19, 2020). - Text: electronic.