

ENGLISH – SYLLABUS (SPECIALTY)					
SUBJECT: INTERNATIONAL BUSINESS NEGOTIATIONS					
Studies: Management I cycle studies Management Specialty: Psychology In Business			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	6	-	20	2
Course description: The International Business Negotiations program delves into the intricate processes of negotiating in a global business landscape. It focuses on honing negotiation skills, understanding cultural variations, and navigating through diverse international business scenarios. This program begins by examining the impact of cultural diversity on negotiation styles and strategies. Students explore how cultural differences influence communication patterns, decision-making processes, and bargaining behaviors in global negotiations. A significant emphasis is placed on developing negotiation skills suited for cross-cultural contexts. Students learn effective communication techniques, including verbal and non-verbal cues, essential for navigating negotiations in diverse cultural settings. Strategic planning and preparation are vital components of successful negotiations. The curriculum covers methodologies for strategic planning, setting objectives, and conducting thorough preparation crucial for international business negotiations. Conflict resolution strategies applicable to cross-cultural business negotiations are explored. Students learn approaches to handle conflicts, manage differences, and find mutually beneficial solutions in global negotiation scenarios. Ethical considerations in international negotiations are addressed, highlighting the complexities and challenges involved in maintaining ethical standards while negotiating across diverse cultural backgrounds. The program also emphasizes relationship-building and trust establishment as fundamental elements contributing to successful negotiations in international business contexts. It underscores the significance of building rapport and establishing lasting relationships with international counterparts. The course is filled in with many case studies and practical examples of negotiations problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Understanding Cultural Differences: To comprehend cultural nuances impacting negotiation styles and strategies in international business settings. 2. Developing Negotiation Skills: To cultivate effective negotiation skills tailored for diverse cultural contexts. 3. Enhancing Communication: To improve verbal and non-verbal communication techniques crucial for successful negotiations across cultures. 4. Strategic Planning and Preparation: To learn strategic planning and preparation methods essential for international negotiations. 5. Conflict Resolution Techniques: To explore conflict resolution strategies adaptable to cross-cultural business negotiations. 6. Negotiation Ethics: To understand ethical considerations and challenges inherent in international business negotiations. 					

7. Building Relationships: To emphasize relationship-building and trust establishment as vital elements in international negotiations.
8. Adapting to Different Situations: To develop adaptability and flexibility in negotiation approaches for various international business scenarios.

Teaching the functions and role of international business negotiations for contemporary market entities, developing skills in solving negotiations problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on international business negotiations problems. Training of social competences related to collective problem solving and preparing and introducing all stages of international business negotiations in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures – n/a

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

The International Business Negotiations program delves into the intricate processes of negotiating in a global business landscape. It focuses on honing negotiation skills, understanding cultural variations, and navigating through diverse international business scenarios. This program begins by examining the impact of cultural diversity on negotiation styles and strategies. Students explore how cultural differences influence communication patterns, decision-making processes, and bargaining behaviors in global negotiations. A significant emphasis is placed on developing negotiation skills suited for cross-cultural contexts. Students learn effective communication techniques, including verbal and non-verbal cues, essential for navigating negotiations in diverse cultural settings. Strategic planning and preparation are vital components of successful

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Main topics:

1. Cultural Influence on Negotiation Styles
2. Effective Communication in International Negotiations
3. Strategic Planning and Preparation for Global Negotiations
4. Conflict Resolution Techniques in Cross-Cultural Negotiations
5. Ethics in International Business Negotiations
6. Relationship-Building and Trust in Negotiations
7. Adaptability in Different International Negotiation Scenarios
8. Case Studies in International Business Negotiations

Literature

Main texts:

1. Lewicki, Roy J., Saunders, David M., Barry, Bruce - "Negotiation: Readings, Exercises, and Cases" - McGraw-Hill Education - 2019
2. Salacuse, Jeswald W. - "Negotiating Life: Secrets for Everyday Diplomacy and Deal Making" - Palgrave Macmillan - 2018
3. Ghauri, Pervez N., Usunier, Jean-Claude - "International Business Negotiations" - Routledge - 2018
4. Faure, Guy Olivier, Wang, Yongqi - "International and Cross-Cultural Negotiation" - Springer - 2018
5. Cohen, Herb - "Negotiating Globally: How to Negotiate Deals, Resolve Disputes, and Make Decisions Across Cultural Boundaries" - Wiley - 2018
6. Matsumoto, David, Hwang, Seung Hee - "Culture and Psychology" - Cengage Learning - 2018

Additional required reading material:

1. Susskind, Lawrence, McKernan, Sarah - "Negotiating on Behalf of Others: Advice to Lawyers, Business Executives, Sports Agents, Diplomats, Politicians, and Everybody Else" - Sage Publications - 2019
2. Brett, Jeanne M., Gelfand, Michele J. - "Negotiating Globally: How to Negotiate Deals, Resolve Disputes, and Make Decisions Across Cultural Boundaries" - Wiley - 2018

Rules of the exams on subject (Assessments)


Lectures – n/a

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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