

**ENGLISH – SYLLABUS (GENERAL)**

**SUBJECT:**

**INTERNATIONAL NEGOTIATIONS AND RELATIONS IN BUSINESS**

**Studies: Management**

II cycle studies  
Excellence in Management

**Faculty: Management**

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	4	20	14	<b>6</b>

**Course description:**

International Negotiations is a critical discipline that explores the complexities of bargaining, problem-solving, and conflict resolution in a global context. This program focuses on developing students' capabilities in negotiating deals, agreements, and settlements in a diverse, multicultural, and often complex international environment. Students delve into the intricacies of cross-cultural negotiations, examining how differences in language, customs, and communication styles impact the negotiation process. They learn to adapt their strategies to various cultural contexts, fostering effective communication and understanding in diverse negotiation scenarios. The curriculum covers a spectrum of negotiation scenarios, including business deals, political agreements, and diplomatic discussions. Students learn to identify interests, assess power dynamics, and apply negotiation tactics that foster mutually beneficial outcomes, considering the interests of multiple stakeholders. Strategic negotiation planning is emphasized, encompassing the preparation, execution, and assessment of negotiation strategies. The program also addresses conflict resolution techniques, exploring mediation, arbitration, and effective communication strategies essential for reaching mutually acceptable solutions. Moreover, the subject highlights the significance of relationship building and diplomacy in international negotiations. It focuses on the establishment and maintenance of long-term relationships, understanding the diplomatic protocols, and conducting negotiations with cultural sensitivity and respect. The program integrates role-plays, simulations, and case studies that challenge students to apply their negotiation skills in realistic international contexts, providing them with practical experience in a variety of negotiation scenarios. Upon completion, students emerge with the knowledge and skills required to negotiate effectively in international settings, making them valuable assets in diverse industries and international relations.

The course is filled in with many case studies and practical examples of negotiation concepts, so it should be interesting for all those students who are eager to deal with negotiations and relations issues also after the course.

**COURSE LEARNING OBJECTIVES:**

- Cultural Sensitivity and Adaptability: To develop students' ability to navigate negotiations in diverse cultural contexts, fostering adaptability and an understanding of cross-cultural communication nuances.
- Conflict Resolution Skills: To equip students with the tools and techniques necessary for resolving conflicts, mitigating disagreements, and fostering mutually beneficial agreements in international settings.
- Negotiation Strategy Development: To teach students how to plan, strategize, and execute negotiations effectively, considering various factors such as power dynamics, ethics, and the interests of multiple stakeholders.

- Global Diplomacy and Relationship Building: To emphasize the importance of building long-term relationships and understanding the intricacies of diplomatic negotiations in the international arena.

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

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

**COURSE EVALUATION:**

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

**Lectures** - final exam will be one-choice questions and open questions. (or TBA during classes)

**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 classes (multimedia, case study, individual and team workshops – projects of marketing research on chosen topic)

**Course overview:**

*International Negotiations and Relations in Business is a critical discipline that explores the complexities of bargaining, problem-solving, and conflict resolution in a global context. This program focuses on developing students' capabilities in negotiating deals, agreements, and settlements in a diverse, multicultural, and often complex international environment. Students delve into the intricacies of cross-cultural negotiations, examining how differences in language, customs, and communication styles impact the negotiation process. They learn to adapt their strategies to various cultural contexts, fostering effective communication and understanding in diverse negotiation scenarios. The curriculum covers a spectrum of negotiation scenarios, including business deals, political agreements, and diplomatic discussions. Students learn to identify interests, assess power dynamics, and apply negotiation tactics that foster mutually beneficial outcomes, considering the interests of multiple stakeholders. Strategic negotiation*



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**Main topics:**

1. "Introduction to International Negotiations" - Fundamentals, challenges, and importance of international negotiations.
2. "Cross-Cultural Communication in Negotiations" - Understanding and adapting to cultural differences in international negotiations.
3. "Negotiation Strategies and Techniques" - Exploring various strategies and tactics in international negotiation scenarios.
4. "Conflict Resolution in International Settings" - Techniques for managing and resolving conflicts in international negotiations.
5. "Ethics and Power Dynamics in Negotiations" - Understanding the ethical considerations and power structures in international negotiations.
6. "Diplomacy and Relationship Building in International Negotiations" - The role of diplomacy and relationship management in successful negotiations.

Both lectures and classes cover all above.

**Literature**

**Main texts:**

1. Philip Smith, "International Negotiations: Strategies for Success", Routledge, 2023
2. Sarah Johnson, "International Negotiations: Cross-Cultural Perspectives", Cambridge University Press, 2023
3. Michael Turner, "International Negotiations: Practical Approaches", Palgrave Macmillan, 2022

**Additional required reading material:**

1. Rachel White, "International Negotiations: Building Bridges Across Cultures", Wiley, 2022
2. Johnny K. Johansson and Ikujiro Nonaka, "Relentless Marketing: Change the Conversation", Routledge, 2020

**Rules of the exams on subject (Assessments)**

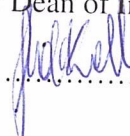
Lectures – Written exam (test and case study)

Classes – homework, teamwork, case studies, discussions

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....



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