

Establishment of education
"The Belarusian state economic university"

SUBMIT
Rector
of the education establishment
"The Belarusian State Economic
University"

_____ V.N. Shimov
«_____» _____ 2017

Registration № УД _____/

INTERNATIONAL BUSINESS NEGOTIATIONS

Syllabus of educational establishment on training discipline
for specialty
1-25 81 03 «International economy»

ORIGINATOR:

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RECOMMENDED FOR APPROVAL:

Department of international economy of establishment of education "Belarusian state economic university"
(protocol № 10 from 09.03.2017);

Scientific - methodical Council of establishment of education "Belarusian state economic university"
(protocol № from __.__.2017).

EXPLANATORY NOTE

The discipline "The international business negotiations" is an independent subject matter for choice for undergraduates of specialty 1-25 81 03 "International economy" according to the master program "International Economy and Commercial Diplomacy". In her types of the international business negotiations are studied; strategy and tactics of conducting the international business negotiations on the basis of modern communicative technologies and knowledge of national peculiarities.

Discipline objective: formation at undergraduates of theoretical and practical knowledge of the international business negotiations and mastering the existing receptions and instruments of construction and conducting process of the international business negotiations, taking into account the factors and tendencies influencing business negotiation process.

Main discipline tasks:

- to provide knowledge about essence, stages of development, types; strategy and tactics of the international business negotiations;
- to provide knowledge about national and personal styles of guiding of business negotiations;
- to provide knowledge about the current trends and features of the international business negotiations;
- to provide knowledge about features of guiding of different types of the international business negotiations.

As the result of discipline study masters must to:

KNOW:

- subject, concepts, types of the international business negotiations; to own strategy and tactics of conducting business negotiations on the basis of modern communicative technologies;
- methods, tools and methods of conducting the international business negotiations;
- preparation stages in conducting the international business negotiations;
- features of national styles of business negotiations.

BE ABLE TO:

- it is correct to find and use structural elements of the international negotiation process in a real business negotiation situation;
- to plan negotiation process, to analyze information on current state of a negotiation situation and the contractor,
- to choose the optimum strategy, style and tactics of conducting the international business negotiations, to reveal needs of the opponent;
- to use tools of conducting the international business negotiations in practical work;
- is reasoned to submit the offers, to work with objections, to distinguish and resist to manipulative technologies.

HAVE SKILLS TO:

- estimates of definition of national and personal peculiarities, and also assessment of their influence on the course of negotiation process;
- applications of methods and tools for the solution of modern problems in the field of conducting the international business negotiations.

Links with other training disciplines: the subject matter "The international business negotiations" is based on the training disciplines "Macroeconomic (advanced level)", "The international economy", "The international economic organizations" and is a basis for studying of special subject matters and subject matters at the choice of undergraduates.

In accordance with the training plan of higher education in 1-25 81 03 "International economy" the training program is calculated on 48 hours, from them classroom for a day form of receiving the higher education - 24 hours, for the correspondence form of receiving the higher education – 12 hours. Distribution by types of classroom occupations for a day form of receiving the higher education: lectures of 16 hours; seminar occupations – 8 hours. Distribution by types of classroom occupations for the correspondence form of receiving the higher education: lectures of 10 hours; seminar occupations – 2 hours.

Control form – offset.

THE TRAINING MATERIAL CONTENT

Topic 1. Concept of the international business negotiations. Their role in international economy

Subject, purpose and structure of a subject matter "International business negotiations". Prerequisites of emergence and history of development of the international negotiation process. Interrelation with other adjacent spheres. International business negotiations as sphere of professional activity. Value of improvement of conducting the international business negotiations.

Concept of the international business negotiations, their main stages. International negotiations as art of a compromise. Various aspects of conducting the international business negotiations. Subjects of the international business negotiations.

Negotiations as means of achievement of the objectives of the state. Evolution of negotiation practice. The most important characteristics of negotiations. Functions of the international business negotiations. Approaches to classification of the international negotiations. A role of negotiations in modern world economy. Modern business etiquette.

Topic 2. Preparation and conducting the international business negotiations

Key parameters of preparation for the international business negotiations. Value of a preparatory stage for the course of negotiations. Creation of conditions for negotiation in the conditions of the conflict and crisis. The factors influencing decision-making in the conditions of crisis. Organizational issues of preparation for negotiations. Substantial questions of preparation for negotiations. Analysis of a concrete situation.

Structure of the international negotiation process. Main stages of the international business negotiations (plan of negotiations, preparation for negotiations, "negotiations on negotiations", actually negotiations). Ways of giving of a position. Approaches and types of behavior at business negotiations. The principles of interaction with the partner.

Strategy of conducting the international business negotiations. The strategy of negotiating within cooperation. Strategy of fight. Strategy of concessions. Strategy of a constructive compromise. Harvard principle of negotiating. Advantages and shortcomings of negotiation strategy. Matrix of double interest. Estimated prospect of efficiency. Estimated general platform. Technique of the choice of optimum strategy of conducting business negotiations. Ways and methods of an assessment of efficiency of the chosen strategy of conducting negotiation process. Ways of giving of a position at the international business negotiations.

Tactics of conducting the international business negotiations. The main policy strokes at the international negotiations, options and consequences of their use. Fea-

tures of the analysis of efficiency of application of this or that tactics of conducting the international business negotiations depending on current situation.

Topic 3. Features of maintaining different types of the international business negotiations

Features of business communication in negotiation process. The discussions making a stage. An algorithm of conducting a discussion in the course of negotiations. Communication, statement of questions, giving of signals, representation of arguments. Establishment of contact in the course of conducting business negotiations. Detection of requirements of the second party. Types of questions: opened, closed, specifying, alternative, directing. Trap of questions. Funnel of questions. Methodology of creation of the argument in the course of conducting negotiation process

Multilateral international business negotiations. R. Fischer, U. Ury, U. Mastenbruk, Ch. L. Karras's approaches, etc. to the strategy of conducting business negotiations.

Nonverbal methods of communication in the course of the international business negotiations. Mimicry, gestures, poses, voice. Functions of a nonverbal code. Analysis of typical elements of nonverbal communication. Influence of nonverbal ways of communication on process of conducting business negotiations. Manipulations in business negotiations.

Mediation and consultation at the international business negotiations.

Topic 4. The national specifics in the international business negotiations

Context of the international business negotiations. Specifics of national styles of conducting business negotiations: American, Japanese, German, French, Arab, etc. National peculiarities of nonverbal communication. Development of strategy of business negotiations taking into account a difference of cultures. Distinction in business negotiations in various countries. Parameters of national styles of negotiating (D. Moul, E. Hall, D. Hofstede, F. Trompenaars's approaches) Personal features of negotiating.

Development of researches on the international business negotiations in the USA, the European countries, Japan, China and Russia.

Features of negotiating of representatives of the different countries. The factors influencing formation of the Belarusian style of business communication.

ACADEMIC MAP OF THE DISCIPLINE
for full-time form education

Number of topic	Topic and questions	Number of auditory hours					other	Forms of knowledge control
		Lectons	Practical studies	Seminars	Laboratorial studies	Managed independent work of students		
1	2	3	4	5	6	7	8	9
1.	Concept of the international business negotiations. Their role in international economy	2		2			[2, 3, 4, 5, 6]	Survey, test
2	Preparation and conducting the international business negotiations	4		2		2	[1, 5, 7, 11, 13]	Survey, test
3	Features of maintaining different types of the international business negotiations	2		2			[3, 4, 5, 11, 12]	Survey, test
4.	The national specifics in the international business negotiations	4		2		2	[3, 4, 5, 11, 14]	Survey, test
Total		12		8		4		

ACADEMIC MAP OF THE DISCIPLINE
for part-time form educations

Number of topic	Topic and questions	Number of auditory hours					other	Forms of knowledge control
		Lectons	Practical studies	Seminars	Laboratorial studies	Managed independent work of students		
1	2	3	4	5	6	7	8	9
1.	Concept of the international business negotiations. Their role in international economy	2					[2, 3, 4, 5, 6]	Survey, test
2	Preparation and conducting the international business negotiations	2					[1, 5, 7, 11, 13]	Survey, test
3	Features of maintaining different types of the international business negotiations	2					[3, 4, 5, 11, 12]	Survey, test
4.	The national specifics in the international business negotiations	4		2			[3, 4, 5, 11, 14]	Survey, test
Total		10		2				

INFORMATION AND METODIC PART

Methodical recommendations on organization of independent work of masters students on training discipline "The international business negotiations"

In receiving knowledge on training discipline an important stage is the independent operation of masters students. The budget of time for independent operation on average on 2-hour classroom occupation is recommended 1,5 - 2 hours.

Main directions of independent operation of the undergraduate:

- original acquaintance with the program of a subject matter;
- acquaintance with the list of the recommended literature, its study and selection of additional literature;
- operation with the political map of the world;
- study of materials of different databases of the international economic organizations for regional trade agreements and official sites of integration associations;
- a study and extension of the material of lectures provided by the teacher due to information from additional literature, consultations;
- preparation for seminar classes in specially developed plans with a study of the main and additional literature;
- preparation for the main forms of monitoring (control inquiry, test, jobs USRS, etc.);
- preparation of the computer presentations on single questions and subjects of a subject matter;
- preparation for offset.

Normative and legal acts

Charter of the UN.

Rules of procedure of the United Nations General Assembly.

READING LIST

Core Textbooks

1. Fisher R., W. Uri with B. Patton, Getting to yes, New York: Penguin Books.2001.- 368 p.
2. William Uri, Getting past No, Negotiating Your Way From Confrontation to Cooperation, Bentam Books. - 200 p.
3. Michael Wheeler, Harvard Business School. The Art of Negotiation: How to Improvise Agreement in a Chaotic World. Simon & Schuster, 2013.-166 p.
4. Peter B. Stark, It's Negotiable, The How-To Handbook Of Win/Win Tactics, Jossey-Bass Pfeiffer. -113p
5. Peter D. Johnston, Negotiating with Giants, Negotiation Press. Cambridge, Massachusetts, 2012.- 358 p.

Recommended Readings

6. About the Harvard Negotiation Project". Program on Negotiation Harvard Law School. April 19, 2009. Retrieved January 4, 2014.-276p.
7. The International Negotiations Handbook Success Through Preparation, Strategy, and Planning. / Ed. by E. Berghoff, M. Fieweger, T. Linguanti et al. - PILPG and Baker & McKenzie, 2007. -128 p.
8. Gov. Bill Richardson, How to Sweet-Talk a Shark, Rodale Books, 2013.-320 p.
9. George Ross, Trump Style Negotiation: Powerful Strategies and Tactics for Mastering Every Deal, 2010.- 146 p.
10. Gladel, Florence . The World of Collaborative Practice. Retrieved January 4, 2014.- 280 p.
11. Cohen R. Negotiating Across Cultures: Communication Obstacles in International Diplomacy. - Wash., D.C.: US Institute of Peace Press, 1997. – 314p.
12. Hall E.T., Hall M.R. Hidden Differences: Studies in International Communication: How to Communicate with the Germans. - Hamburg: Grunder&Jahr, 1983.- 453 p.
13. Hofstede G. Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations across Nations.- Thousand Oaks, CA: Sage Publications, 2011.- 236 p.
14. Katz L. Negotiating International Business:The Negotiator's Reference Guide to 50 countries Around The World – L:Booksurge, 2006.- 146p.
15. Training Package on Regional Trade Agreements / UNCTAD Virtual Institute. - N.Y. and Geneva: 2016. - 192 p.

PROTOCOL OF COORDINATION OF THE TRAINING PROGRAM

Name of the discipline with which to negotiate	Name of the department	Proposals for changes in the content of the curriculum studied academic discipline	Action taken by the Department that developed the curriculum (with date and non-Protocol)
1	2	3	4
Macroeconomic (advanced level)	Department of economic theories	No Vorob,ev V.A.	To correct a subject 2 of a subject matter "The international business negotiations", to eliminate duplicating. The protocol No. 10 of 09.03.2017.

**ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ
ПО ИЗУЧАЕМОЙ УЧЕБНОЙ ДИСЦИПЛИНЕ**
на 2017 / 2018 учебный год

№ Пп	Дополнения и изменения	Основание

Учебная программа пересмотрена и одобрена на заседании кафедры
(протокол № ____ от _____ 2017 г.)

Заведующий кафедрой
Д.э.н, профессор

_____ (подпись)

А.А. Праневич

УТВЕРЖДАЮ
Декан факультета
к.э.н, доцент

_____ (подпись)

В.Ю. Шутилин