



SYLLABUS OF DISCIPLINE
"BUSINESS PROTOCOL AND NEGOTIATION"

Degree of higher education - Master
Specialty 073 "Management"
Educational program - "Management"
Year of study - 1, semester - 1
Form of study - full-time
Number of ECTS credits - 4
Language of instruction - Ukrainian, English

Course lecturer
Lecturer contact
information (e-mail)
Teacher who conducts
practical classes
Teacher contact
information (e-mail)
Course page in eLearn

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<https://elearn.nubip.edu.ua/course/view.php?id=1154>

DESCRIPTION OF THE DISCIPLINE

1. Annotation to the course

Business protocol and negotiations. The training course offers approaches to various communication situations of partners in the business world. It covers a wide range of issues - from situations of formal and informal communication to professional image and cross-cultural management, familiarizing with the protocol requirements and rules of etiquette.

The course is prepared taking into account students' knowledge of basic concepts and concepts of management, basics of foreign trade, marketing and marketing of foreign trade.

The subject of the discipline is the protocol requirements and etiquette rules of business communication.

Students who master the proposed discipline will be able to feel confident in the environment of both domestic and global business. It will give them the necessary understanding of all the nuances of dealing with colleagues, customers and partners, which, in turn, will have a direct impact on the image, reputation, and ultimately on financial results.

2. The purpose and objectives of the course

The purpose of the discipline "Business Protocol and Negotiation" is to train specialists of the "new generation" who would be able to navigate in topical issues. The purpose of the discipline is to provide students with the necessary knowledge of history, principles, goals, objectives, customs, rules and requirements for communication, behavior, appearance of a business person in the business environment, as well as the ability to apply this knowledge.

3. The task of studying the discipline

As a result of studying the discipline the student must know: familiarization with basic protocol requirements of official communication; acquisition of practical skills of conducting business, informal conversations and conducting negotiations with domestic and foreign partners; acquisition of communication skills through various communication channels in accordance with protocol requirements; obtaining the necessary knowledge on the organization of various types of receptions and the acquisition of practical skills in such events; ability to organize your own business wardrobe in accordance with protocol requirements, as well as to form an effective business style; theoretical preparation of students to establish and maintain contacts with representatives of different cultural centers of the world and the development of behavioral models in various complex situations of international business.

4.Acquisition of competencies

Competences	
General Competences (GC)	
GC № 3	Ability to abstract thinking, analysis and synthesis
GC № 4	Ability to apply knowledge in practical situations
GC № 6	Ability to communicate in a foreign language
GC № 9	Integrative skills: the ability to apply and integrate knowledge, skills and abilities and use them effectively in the context of rapid adaptation of organizations to the requirements of the external environment.
GC № 14	Ability to work in an international context.
Professional competencies of the specialty (PCS)	
PCS 5	Understanding of the basic features of modern world and national economy, their institutional structure, substantiation of directions of social, economic and foreign economic policy of the state
PCS 8	Ability to understand the conditions for the effectiveness of international segmentation, conducting international marketing research; apply methods of analysis of foreign markets, develop strategies for entering foreign markets.
PCS 10	Ability to generalize information, go beyond the problem, temporal and spatial boundaries, the ability to abstract from the current idea of the problem.

5.Program learning outcomes (PLO)

PLO	Content
PLO № 3.	Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.
PLO № 4	Demonstrate skills to identify problems and justify management decisions.
PLO № 5	Describe the content of the functional areas of the organization.
PLO № 6	Demonstrate skills of search, collection and analysis of information, calculation of indicators to justify management decisions.
PLO № 9	Demonstrate skills of interaction, leadership, teamwork.
PLO № 11	Demonstrate skills of situation analysis and communication in various areas of the organization.
PLO № 12	Ability to apply modern methods of business in foreign markets; to conduct international marketing research, to develop strategies for entering foreign markets.
PLO № 16	Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.

PLO № 17	Perform research individually and / or in a group under the guidance of a leader.
PLO № 21	Demonstrate the ability to use information and communication technologies to search, process, analyze and use information from various sources.
PLO № 26	Perform research on the environment of international business and determine the characteristics of the company's entry into foreign markets.

6. Distribution of hours

Type of lesson	lectures	practical training	independent work
Number of hours	15	15	90

7.COURSE STRUCTURE

Topic	Years (lectures / laboratory work / independent works)	Learning outcomes	Task	Grades, points
1 semester				
Module 1. "PROTOCOL ASPECTS OF NEGOTIATIONS WITH BUSINESS PARTNERS"				50
Topic 1.Protocol and communication in business activities	2/2/10	Know: the object, subject, content, tasks of the discipline "business protocol and negotiation". Basic definitions, categories of business communications. Have information about the role and essence of communication. Goals and functions of communication The main elements of communication. Communication models. The effect of action in the communication process. Business communication: business conversation; business negotiations; business meetings; public speeches. Have information about the meeting strategy. Be able: to analyze types of business meetings. Preparation of the meeting. Auxiliary means and equipment for meetings. Typical mistakes of meetings and gatherings. The effectiveness of business meetings and gatherings.	<i>Preparation for lectures</i> (preliminary acquaintance with the presentation and lecture in eLearn). <i>Completion of the task in practical classes</i> (in a group and individually). <i>Performing independent work</i> (in small groups, independently, eLearn). <i>Preparation and writing of modular control work</i> (test - c eLearn). <i>Execution and delivery of individual tasks.</i> <i>Independent work</i> - according to the tasks in eLearn <i>Modular test work</i> in eLearn.	Execution and delivery of individual tasks. Modular test work in eLearn. Independent work - in accordance with the tasks in eLearn
Topic 2.Establishing contact with a foreign partner	1/2/12			
Topic 3. Minutes, etiquette	2/2/10			
Topic 4. Business aspects of interaction organization	2/2/12			

		Meeting participants. Principles of selection of meeting participants.		
Total for module 1	7/8/45			50
Module 2. "BUSINESS BEHAVIORS AND FUNDAMENTALS OF BUSINESS COMMUNICATIONS"				50
Topic 5. Business corporate culture	2/2/10	Know: what is the choice of topic and determine the purpose of the speech. Preparation for the performance. Appearance of the speaker and language of speech. Ability to conduct a dialogue. Principles of speech action in business rhetoric: accessibility; associativity; sensory; expressiveness; intensity. The culture of business dispute. Dispute approaches. Know the types of official documents, classification and their relationship Organizational documents (Regulations, Instructions, Charter). The composition of the details of the document. Document form. Types of forms for the organization. The order of addressing documents. Reconciliation of the document. Certificate of the document. The seal. Marks on documents. Be able: to create a harmonious image. Types of behavior: red, blue, green, yellow. How to make a favorable first impression of yourself. Factors influencing the creation of the image: the factor of superiority, the factor of attractiveness, the factor of attitude, about preparing and conducting a business conversation. Rules for conducting negotiations with the participation of foreign partners. Intercultural misunderstandings. The importance of foreign language proficiency in negotiations. Traditions of conducting business negotiations in different countries.		
Topic 6. Technology of business communication	2/2/12			
Topic 7. The image of a business man	2/1/10			
Topic 8. National features of business communication	2/2/12		<i>Preparation for lectures</i> (preliminary acquaintance with the presentation and lecture in eLearn). <i>Performing tasks in practical classes</i> (in a group and individually). <i>Performing independent work</i> (in small groups, independently, eLearn). <i>Preparation and writing of modular control work</i> (test - c eLearn). <i>Execution and delivery of individual tasks.</i> <i>Independent work - according to the tasks in eLearn.</i> <i>Modular test work in eLearn.</i>	Execution and delivery of individual tasks. Modular test work in eLearn. Independent work - in accordance with the tasks in eLearn

Total for module 2	8/7/45		50
Possibility to receive additional points:	Additional points can be obtained for the preparation of the report and participation in the student conference, publication of the article, participation in the 1st round of the All-Ukrainian Olympiad.		up to 10 points
Total for educational work			70 100 * 0.7 (maximum 70 points)
Exam			30
Total for the course			100

EVALUATION POLICY

<i>Deadline and recompilation policy:</i>	The student must submit all work on time. For works that are submitted in violation of deadlines without good reason, the score is reduced. Reassignment of modular control work takes place in the presence of valid reasons (hospital, international internship, individual schedule) and is allowed in the period before the end of the next modular control.
<i>Academic Integrity Policy:</i>	When performing all types of educational work, the student must adhere to the policy of academic integrity.
<i>Visiting policy:</i>	Attendance of lectures and practical (seminar) classes is mandatory for all students. For objective reasons specified in the Regulations on the educational process of NULES, training may take place in accordance with the individual curriculum approved in the prescribed manner.

STUDENT EVALUATION SCALE

Rating of the applicant of higher education, points	The assessment is national for the results of examinations	
	exams	offsets
90-100	perfectly	credited
74-89	fine	
60-73	satisfactorily	
0-59	unsatisfactorily	not credited

RECOMMENDED BOOKS

1. Business protocol and negotiations / Business protocol and negotiations / V.P. Galushko, O.M. Faychuk, I.A. Mishchenko, O.P. Komarnitskaya / Textbook. - Tutorial. - K.: Компрінт, 2013. - 357 c.
2. Galushko VP, Mishchenko IA, Kovtun OA Methods and processes of making managerial decisions: monograph //V.P. Галушко, I.A. Mishchenko, OA Kovtun, OV Danilochkina K.: CP "Comprint", 2013. - 345 p.
3. Galushko VP, Mishchenko IA Management in the system of administrative activity. -Training K.: "COMPRINT". 2015. - 528 p.
4. Galushko VP, Mishchenko IA, Organization and technique of foreign economic operations: a textbook / VP Galushko. Галушко, I.A. Mishchenko - K.: 2017. - 544 p.
5. Galushko VP Business protocol and negotiations. - Vinnytsia: New book, 2002. - 226 p.
6. Kvitshau A. 100 important rules of business etiquette. (3rd ed.) M: SmartBook, 2016
7. N. Vasilieva An easy way to pass an interview when hiring. All questions and answers. Peter: 2014.
8. Konovalenko VA Theory of communication / M. Yu. Konovalenko, VA Konovalenko. - K., 2014. - 416 p.

9. Taratukhina Yu.V., Business and intercultural communications / Yu. V. Taratukhina, ZK Avdeeva. - K: 2014. - 324 .
10. Zhernakova M.B. Business communications: theory and practice / MB Zhernakova, IA Rummyantseva - K: Yurayt, 2014. - 384 p.
11. Business communications: basic concepts and forms [Electronic resource]. - Access mode: <http://studopedia.org/10-159396.html>
12. Astakhova NI Management / NI Astakhova, GI Moskvitin - K: Yurayt, 2014. - 422 p.
13. Shevchuk SV Ukrainian language for professional purposes. / S.V. Shevchuk., IV Klimenko. - K .: Алєтра, 2011. - 696
14. Business etiquette / I. Afanasyev. - K .: Альтерпрес, 2015.
15. Emily's post. Etiquette: Classical guide / MM Hurwitz (translated from English). - 3rd ed. - K .: Rapol, 2015. - 816 p.