



SYLLABUS OF DISCIPLINE
"BUSINESS PROTOCOL AND NEGOTIATION"

Degree of higher education - Bachelor
Specialty 073 "Management"
Educational program - "Management"
Year of study – 2, semester - 3
Form of study - full-time
Number of ECTS credits - 5
Language of instruction - Ukrainian, English

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

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DESCRIPTION OF THE DISCIPLINE

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 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 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.

COURSE STRUCTURE

Topic	Years (lectures / laboratory work / independent work)	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	4/4/10	<p>Know: the object, subject, content, tasks of the discipline "business protocol and negotiation".</p> <p>Basic definitions, categories of business communications.</p> <p>Have information about the role and essence of communication. Goals and functions of communication</p> <p>The main elements of communication.</p> <p>Communication models. The effect of action in the communication process.</p> <p>Business communication: business conversation; business negotiations; business meetings; public speeches.</p> <p>Have information about the meeting strategy.</p> <p>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. Meeting participants. Principles of selection of meeting participants.</p>	<p><i>Preparation for lectures</i> (preliminary acquaintance with the presentation and lecture in eLearn).</p> <p><i>Completion of the task in practical classes</i> (in a group and individually).</p> <p><i>Performing independent work</i> (in small groups, independently, eLearn).</p> <p><i>Preparation and writing of modular control work</i> (test - c eLearn).</p> <p><i>Execution and delivery of individual tasks.</i></p> <p><i>Independent work</i> - according to the tasks in eLearn</p> <p><i>Modular test work</i> in eLearn.</p>	<p>Execution and delivery of individual tasks.</p> <p>Modular test work in eLearn.</p> <p>Independent work - in accordance with the tasks in eLearn</p>
Topic 2. Establishing contact with a foreign partner	2/4/12			
Topic 3. Minutes, etiquette	4/2/13			
Topic 4. Business aspects of interaction organization	3/4/10			
Module 2. "BUSINESS BEHAVIORS AND FUNDAMENTALS OF BUSINESS COMMUNICATIONS"				50
Topic 5. Business corporate culture	4/4/10	<p>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</p>	<p><i>Preparation for lectures</i> (preliminary acquaintance with the presentation and lecture in eLearn).</p> <p><i>Performing tasks in practical classes</i> (in a group and individually).</p>	<p>Execution and delivery of individual tasks.</p> <p>Modular test work in eLearn.</p> <p>Independent work</p>
Topic 6. Technology of business communication	2/3/13			
Topic 7. The image of a business man	3/3/12			

Topic 8. National features of business communication	4/4/10	<p>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</p> <p>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.</p> <p>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.</p>	<p><i>Performing independent work</i> (in small groups, independently, eLearn).</p> <p><i>Preparation and writing of modular control work</i> (test - c eLearn).</p> <p><i>Execution and delivery of individual tasks.</i></p> <p><i>Independent work</i> - according to the tasks in eLearn.</p> <p><i>Modular test work</i> in eLearn.</p>	- in accordance with the tasks in eLearn
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 semester	30/30/90			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.

Visiting policy:	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.
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STUDENT EVALUATION SCALE

Rating of the applicant of higher education, points	The assessment is national for the results of examinations	
	exams	credits
90-100	excellent	credited
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not credited