

**NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL
SCIENCES OF UKRAINE**

Department of Administrative Management and Foreign Economic Activity



«**CONFIRMED**»

Dean of the Faculty
Anatolii OSTAPCHUK

2023

«**APPROVED**»

at the meeting of the department

Protocol № 17 dated on "17 may" 2023

Head of the department

Vitalii LUTSIK

» **REVIEWED**»

Program Coordinator _____

Vitalii LUTSIK

PROGRAM OF THE COURSE

" BUSINESS PROTOCOL AND NEGOTIATIONS "

Specialization: 073 "Management"

Educational program: "Management"

Faculty of Agrarian Management

Developer: Ph.D., Associate Prof. Mishchenko I.A.

Kyiv - 2023

1. Description of the discipline
"Business Protocol and Negotiation"

Field of knowledge, direction of training, specialty, educational and qualification level		
Branch of knowledge	07 - Management and administration	
Specialty	073 - Management	
Educational degree	Bachelor	
Characteristics of the discipline		
View	Mandatory	
Total hours	150	
Number of ECTS credits	5	
Number of content modules	2	
Course project (work) (if available in the working curriculum)		
Form of control	exam	
Indicators of academic discipline for full-time and part-time study		
	full-time education	external form of education
Year of preparation	2	
Semester	3	
Lectures	30	
Practical, seminar classes	30	
Laboratory classes		
Individual work	90	
Number of weekly hours for full-time study:		
auditorium	4	
independent student work	6	

2. The purpose and objectives of the discipline

The purpose of studying the discipline "Business Protocol and Negotiation" is the acquisition by students of the necessary knowledge of history, principles, goals, objectives, customs, rules and requirements for communication, behavior, appearance of a business person in a business environment, as well as the ability to apply this knowledge. 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 protocol requirements and etiquette.

Task:

- acquaintance with the basic protocol requirements for official communication;
- acquisition of practical skills in conducting business, informal conversations and 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 activities;
- 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 for establishing and maintaining contacts with representatives of various cultural centers of the world and the development of behavioral models in various complex situations of international business.

As a result of studying the discipline the student must

know:

- features of activities in the field of business protocol;
- basic communications in business;
- principles of building an effective business protocol system;
- practice of work on negotiations of heads of modern domestic and foreign enterprises.

Upon completion of the discipline the student must be able to:

- to organize practical work on people management in modern organizations;
- to analyze the activities of the business management system;

- apply different methods and tools of planning systems,
- organization, motivation and control of work;
- use, in accordance with the situation, methods of making managerial decisions and carry out a set of actions for their implementation;

Students who master the proposed discipline will be able to feel confident in the environment of both domestic and global business, business relations. The course 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 image, reputation, and ultimately on financial results.

Acquisition of competencies:

general competencies (GC):

GC5 - Knowledge and understanding of the subject area and understanding of professional activity.

GC6 - Ability to communicate in the state language both orally and in writing.

GC14 - Ability to work in an international context.

GC15 - Ability to act on the basis of ethical considerations (motives).

professional (special) competencies (SC):

SC№6 - Ability to act socially responsibly and consciously.

management, including in accordance with international standards.

SC№9 - Ability to work in a team and establish interpersonal interaction in solving professional problems.

SC№14 - Understand the principles of psychology and use them in professional activities.

3. Program and structure of the discipline

"Business Protocol and Negotiation"

Names of content modules and topics	Number of hours											
	Full-time study						Part-time study					
	total	including					total	including				
		l	n	lab	in	ind		l	n	lab	in	ind
1	2	3	4	5	6	7	8	9	10	11	12	13
Content module 1. Protocol aspects of negotiations with business partners												
Topic 1. Protocol and communication in business	18	4	4			10						
Topic 2. Establishing contact with a foreign partner	15	4	3			12						
Topic 3. Business, etiquette	20	3	4			13						
Topic 4. Business aspects of the organization of interaction	18	4	4			10						
Together on the content module 1	75	15	15			45						
Content module 2. Business norms of behavior and basics of communication protocol												
Topic 1. Business corporate culture	18	4	4			10						
Topic 2. Technology of business communication	15	4	3			12						
Topic 3. The image of a business person	20	3	4			13						
Topic 4. National features of business communication	18	4	4			10						
Together on the content module 2	75	15	15			45						
Together for the semester	150	30	30			90						

4. Seminar topics

N ^o s / n	Name topics	Number of hours
1	Protocol and communication in business activities	4
2	Establishing contact with a foreign partner	3
3	Minutes, etiquette paraphernalia	4
4	Business aspects of interaction organization	4
5	Business corporate culture	4
6	Technology of business communication	3
7	National features of business communication	4
8	International business behavior in business	4

5. Practical topics

N ^o s / n	Name topics	Number of hours
1		
2		

6. Laboratory topics

N ^o s / n	Name topics	Number of hours
1		
2		

6. Test questions, tests to determine the level of knowledge acquisition by students

Questions

1. Ethics of business communication as a science and academic discipline.
2. Modern views on the place and role of ethics in business communication.
3. Adherence to the rules of etiquette as an indicator of self-discipline and ethical beliefs of a business person.
4. Features of the ethical attitude of the head to the subordinate.
5. Basic principles of ethics of business communication between subordinate and manager.
6. Basic principles of ethics of business communication between colleagues.
7. Features of the ethics of business communication in the Eastern cultural tradition.
8. Features of the ethics of business communication in the Western European cultural tradition.
9. Image as an important tool for effective influence on business partners.
Features of the image of the manager.
10. Image as an essential personal and professional characteristic of a business person.
11. Team leadership styles. Socio-ethical portrait of the leader.
12. Moral and ethical and aesthetic components of etiquette.
13. Discipline as an indicator of moral maturity of the team.
14. Functions of business communication.
15. Moral aspect of the relationship between leader and subordinates.
16. Features of business communication.
17. The main types of business communication: formal and informal.
18. The main forms of business communication.
19. Structure and main characteristics of business communication.
20. Directions of work on the image of a business person (body image and appearance).
21. Business techniques: types, purpose, rules of organization, manner of behavior.
22. Features of the use of verbal means of communication in business communication.
23. Moral dilemmas in business communication.
24. Professional and ethical dimensions of professionalism.
25. Tactics and manners of communication in business interaction.
26. Etiquette of business relations.
27. Etiquette of the head.
28. Features of different types of business communication
29. Basic principles of ethics of business communication between the leader and the subordinate.
30. The role of non-verbal means of communication in business interaction.

Sets of tests to determine the level of knowledge acquisition by students

НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ

ОКР <u>Бакалавр</u> напряму підготовки/ спеціальність	Кафедра Адміністративного менеджменту та ЗЕД	ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ № 1 з дисципліни	Затверджую Зав. кафедри
<u>Менеджмент</u>	2022-2023 навч. рік	Діловий протокол та ведення переговорів	Луцьк В.В. 24.05.2022 р.

Exam questions

1. Protocol requirements for participants in official processions and ceremonies?
2. Describe the international legal environment, give examples from your country?

Test tasks of different types

1. Numbering of pages in business letters is carried out:
 - a) Arabic numerals, on the first page the figure is placed,
 - b) Arabic numerals, on the first page the figure is not put,
 - c) in Arabic or Roman numerals, on the first page the figure is placed,
 - d) Arabic or Roman numerals, the number is not placed on the first page.
2. In the business letter the date indicates:
 - a) the day of writing the letter,
 - b) the day of signing the letter,
 - c) the day of sending the letter,
 - d) the day of writing and the day of sending the letter, as they must coincide.
3. What letters should be written by hand?
 - a) letters of thanks,
 - b) invitation,
 - c) congratulations and condolences,
 - d) a, b and c.
4. The personal area of communication is the distance to the interlocutor:
 - (a) more than 3,6 m,
 - b) from 1.2 m to 3.6 m,
 - c) from 46 cm to 1.2 m,
 - d) from 15 cm to 45 cm.
5. The initiative to end a telephone conversation belongs to a person who:
 - a) receives a phone call,
 - b) calls,
 - c) holds a higher official position,
 - d) older in age.
6. The speaker makes a good impression,
 - a) who feels free and calm;

- b) who nervously rubs his hands;
- c) who turns a pen or glasses in his hands.

7. Which of the following recommendations is incorrect:

- a) in the conclusions it is inappropriate to emphasize once again the main points of the speech;
- b) there is no need to mention anything after you have made a conclusion;
- c) no need to apologize: I obviously tired you ... I did not do well ... etc.

8. Among the mechanisms of mutual understanding are:

- a) empathy;
- b) comprehension;
- c) consent.

9. The basis for resolving the conflict is:

- a) compromise;
- b) cooperation;
- c) consent.

10. One of the elements of the system of preparation for negotiations are options, which means:

- a) preparation of various versions of the contract;
- b) finding external standards that we can use to persuade others;
- c) the need to make commitments that we can fulfill.

8. Teaching methods

Lecture - the main form of classroom classes in higher education, it is designed to form students' knowledge bases in the relevant scientific field, as well as to determine the direction, main content and nature of all other types of classes and independent work of students. in accordance with the program of the discipline in a logical sequence and relationship.

Practical classes provide consolidation and systematization of students' theoretical knowledge and the acquisition of the necessary skills on the peculiarities of the national economy and institutional factors and their impact on the specifics of economic development.

Independent and individual work is the main means of mastering the material in free time from classroom classes based on the study of legislation, educational literature, additional sources, current information. In addition, individual tasks involve students' performance of research - creative, creative tasks. These tasks are aimed at improving the level of training and development of individual creative abilities of gifted students.

9. Forms of control

Control of acquired knowledge is carried out in the following forms: current control in practical classes (surveys, testing, performance of situational tasks), modular control (control work after studying the study material combined into a module or content module), final control - exam.

10. Distribution of points received by students

Assessment of student knowledge is on a 100-point scale and is translated into national grades in accordance with Table 1 "Regulations on examinations and tests in NULES of Ukraine" (order of entry into force of 27.12.2019 №1371).

Student evaluation scale

Sum of points for training activities	National assessment for the results of examinations	
	exam	credits
90 - 100	excellent	credited
74-89	fine	
60-73	satisfactorily	
0-59	unsatisfactorily	not credited

To determine the rating of the student (listener) for mastering the discipline RDIS (up to 100 points) the obtained rating for certification (up to 30 points) is added to the rating of the student (listener) for educational work RNR (up to 70 points): $R\ DIS = R\ HP + R\ AT$.

11. Methodological support

Reference syllabus of lectures on the discipline, a set of educational and methodological support of the discipline, regulations.

Business protocol and negotiation: Textbook / O.D. Kostyuk, I.A. Mishchenko. - K .: « Comprint ». - 2021. -544 p.

12. Recommended references

main:

1. Business protocol and negotiations / V.P. Galushko, O.M. Faychuk, I.A. Mishchenko / Textbook. - К .: Компринт, 2013. - 357 с.
2. Galushko VP, Mishchenko IA, Kovtun OA Methods and processes of making managerial decisions: monograph //V.P. Galushko, I.A. Mishchenko, OA Kovtun, OV Danilochkina К .: "Comprint", 2013. - 345 p.
3. Galushko V.P., Mishchenko I.A. Management in the system of administrative activity. - Textbook К .: "Comprint". 2015. - 528 p.
4. Galushko VP, Mishchenko IA, Organization and technique of foreign economic operations: a textbook / VP Галушко, I.A. Mishchenko - К .: 2017. - 544 p.
5. Galushko VP Business protocol and negotiations. - Vinnytsia: New book, 2002. - 226 p.
6. Business protocol and negotiation: Textbook / O.D. Kostyuk, I.A. Mishchenko. - К .: « Comprint ». - 2021. -544 p.

auxiliary:

1. Movchan VS Ethics: Textbook. way. / VS Movchan. К.: ЗНАННЯ, 2007. 484 p.
2. Prikhodko Yu.O. Practical psychology: Introduction to the profession: Textbook. manual. 2nd type. Recommended by the Ministry of Education and Science of Ukraine. - К .: Karavela, 2010. 232p.
3. Fisherman VV Psychology of honor and dignity of the individual: culturological and axiological aspects: scientific and methodical manual V.V. Rybalka.- К .: Information Systems LLC, 2011.428 p.
4. Smorzh L.O. Aesthetics: a textbook. К .: Condor, 2009. 334p.
5. Thomas M. Garrett, Richard J. Klonoski. Business ethics. К .: "Olympus", 2005. 340 p.
6. Toftul M.G. Ethics: textbook. manual / M.G. Toftul. - К.: Academy, 2016. - 414 p.

Information resources:

1. European year for people with disabilities // European Disability Forum. - Access mode: <http://www.edf-feph.org/en/events>.
2. Official website of the Verkhovna Rada of Ukraine. General legislation. - Access mode: <http://www.zakon.rada.gov.ua>
3. Official website of the World Health Organization. Access mode: <http://www.who.int/ru/index.html>
4. Official website of the State Statistics Committee of Ukraine. - Access mode: <http://www.ukrstat.gov.ua>
5. Official website of the Cabinet of Ministers of Ukraine. - Access mode: <http://www.kmu.gov.ua>