

Business Protocol and Negotiations
Department of administrative management and International activity
Faculty of Agricultural Management

Lecturer	Assoc.Prof., Dr. Ivan Mishchenko
Teaching period	academic year 2017/2018 (autumn semester)
Type subject	Master
ECTS credit	3
Assessment	written and oral
Marking scale	4-point scale
Contact hours	30

Objective and general description

In today's increasingly diverse and changing work environments, the old rules of conduct often don't seem to apply anymore. Customs vary, and language and cultural differences, not mentioning evolving office hierarchies, are among the many factors making interaction an increasingly complex challenge. "Business Protocol and Negotiations" provides a definitive guide for conducting business relationships today. Students who have studied business protocol will be more "global-minded" and enhance international relationships.

Business etiquette is a powerful, practical, and profitable skill you can use when it most counts to get a job, keep a job, or succeed on the job. It is a set of rules and guidelines that makes your professional relationships more harmonious, productive, manageable, and meaningful. The course teaches them the nuances of treating colleagues, clients, and customers with courtesy and respect, which in turn will increase your visibility, credibility, and profitability.

Lectures:

1. Organizational aspects of communication with foreign partners
2. Organization of business contacts with foreign partners
3. Preliminary aspects of negotiation
4. Search of business partners and business correspondence
5. Psychological aspects of business communication
6. Technology of business communication
7. National peculiarities of business communication
8. Forms of protocol contacts with foreign partners

Seminars:

1. Aspects of communication with foreign partners
2. Business contacts with foreign partners
3. Process and methods of negotiations
4. Peculiarities of business partner search
5. Modern requirements for management
6. Techniques of driving business conversation and effective communication
7. National peculiarities of business communication
8. Basic rules of business etiquette

Study literature:

1. Galushko V.P. Business protocol and negotiation. - Vinnitsa: New Book, 2002. - 226 p.
2. Business protocol and negotiation: Textbook / V.P. Galushko, O.M. Faychuk, I.A. Mishchenko - K .: "Comprint". - 335 p.
3. Negotiating International Business, Booksurge Publishing, second edition 2007