



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business Negotiations

### Course

Field of study

Electronics and Telecommunications

Area of study (specialization)

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

II/IV

Profile of study

general academic

Course offered in

English

Requirements

elective

### Number of hours

Lecture

15

Laboratory classes

Tutorials

15

Projects/seminars

Other (e.g. online)

### Number of credit points

3

### Lecturers

Responsible for the course/lecturer:

dr Ewa Badzińska,

ewa.badzinska@put.poznan.pl

Responsible for the course/lecturer:

### Prerequisites

The student knows the basic concepts related to negotiations in the field of cooperation in the socio-economic environment. Is able to see, associate and interpret the basic principles of the negotiation process and is aware of the importance of the negotiation process in professional and private life.

Demonstrates readiness to develop his/her knowledge and skills. He/she is willing to work in a team.

### Course objective

The aim of the course is to gain knowledge and acquire skills and competences in the field of: developing the ability to communicate with a partner during negotiations, practical use of negotiation rules during group discussions and dialogue, shaping the competence of argumentation and achieving goals in the negotiation process through the use of different styles and strategies.

### Course-related learning outcomes

Knowledge

1. Has knowledge of business communication and negotiation styles and strategies.
2. Knows negotiation techniques.



3. Has knowledge about the preparation and conduct of the negotiation process.

#### Skills

1. Is able to specify the goal, arguments, alternative solutions and BATNA in negotiations.
2. Is able to use the acquired knowledge to conduct negotiations effectively.
3. Is able to analyze and critically evaluate the styles of negotiations.

#### Social competences

1. Can work in a team and be open to suggestions of other members.
2. Is able to make substantive input in the preparation of the negotiation process.
3. Is aware of the need to develop social competences in conducting business negotiations.

#### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Knowledge acquired during the lecture is verified by one 60-minute colloquium carried out at the last lecture. It consists of 10-15 questions (test and open) with various points depending on their level of difficulty. Passing from: 60% of points. Issues and materials, on the basis of which questions are prepared for the colloquium, will be sent to students by e-mail using the university's e-mail system. The final grade can be raised for the student's active participation in the problem and conversation lecture.

Knowledge, skills and social competences acquired as part of the exercises are verified based on the presentation of the completed group project – negotiations on a selected topic – and student activity during classes (participation in the discussion, evaluation of projects of other teams). Project evaluation criteria will be provided to students in the first class.

#### Programme content

The course program includes the following issues: Analysis of the negotiation process: the essence and goals of negotiations. General characteristics and assumptions of the negotiation process. BATNA in negotiations. Features of a professional negotiator. Negotiation type: soft, hard and matter-of-fact. The role of verbal and non-verbal communication during negotiations. Negotiation techniques. Unethical behavior during negotiations. Intercultural barriers to negotiation.

#### Teaching methods

Lecture: multimedia presentation illustrated with examples; problem lecture (discussion on solving a given problem), conversation lecture (discussion moderated by the lecturer).

Exercises: case study method, discussion methods: brainstorming, role playing, negotiation games, teamwork.

#### Bibliography



Basic

1. Shell G.R., (2018), Bargaining for Advantage: Negotiation Strategies for Reasonable People, Penguin Books, New York.

Patterson K., Grenny J., McMillan R., Switzler A., (2011), Crucial Conversations: Tools for Talking When Stakes Are High, McGraw-Hill Education Ltd.

Additional

1. Solutions for Avoiding Intercultural Barriers at the Negotiation Table

<https://www.pon.harvard.edu/daily/business-negotiations/solutions-for-avoiding-intercultural-barriers/>

2. 10 Great Examples of Negotiation in Business

<https://www.pon.harvard.edu/daily/business-negotiations/these-examples-illustrate-the-importance-of-negotiation-in-business/>

3. Case Study of Conflict Management: New Dispute Resolution Skills

<https://www.pon.harvard.edu/daily/business-negotiations/new-conflict-management-skills/>

4. Negotiating Skills: Test Your Negotiation Decision-Making Ability

<https://www.pon.harvard.edu/daily/business-negotiations/test-your-negotiation-smarts/>

5. Negotiation Ethics and Fairness: Ethics in negotiation and ideas of fairness in business negotiation

<https://www.pon.harvard.edu/daily/business-negotiations/what%E2%80%99s-fair-in-negotiation/>

**Breakdown of average student's workload**

	Hours	ECTS
Total workload	62	3,0
Classes requiring direct contact with the teacher	31	2,0
Student's own work (literature studies, preparation for classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	31	1,0

<sup>1</sup> delete or add other activities as appropriate