



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Business negotiations [S2EiT2E-TIT>NwB]

Course

Field of study

Electronics and Telecommunications

Year/Semester

2/4

Area of study (specialization)

Information and Communication Technologies

Profile of study

general academic

Level of study

second-cycle

Course offered in

English

Form of study

full-time

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

Number of credit points

3,00

Coordinators

dr Ewa Badzińska

ewa.badzinska@put.poznan.pl

Lecturers

Prerequisites

The student knows the basic concepts related to negotiations in the field of cooperation in the socio economic environment. She/he 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 her/his knowledge and skills. She/he 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 25-30 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 posted on the eKursy platform. 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

General characteristics and assumptions of the business negotiations.
Negotiation styles, strategies and techniques.
Developing the competence to argue and achieve goals in the negotiation process.
Cross-cultural barriers in negotiations.

Course topics

Lecture:

1. The concept of negotiation and analysis of the negotiation model.
2. Alternative solutions - BATNA in negotiations
3. Negotiation styles, strategies and techniques.
4. Stages of the negotiation process: preparation, implementation, control.
5. Unethical behavior during negotiations.
6. Intercultural barriers in negotiations.
7. The role of verbal and non-verbal communication during negotiations.

Tutorials:

1. Choosing the topic of negotiations - working in teams.
2. Defining the purpose of the negotiations.
3. Assessment of your own position and that of your counter-negotiator.
4. Searching for alternative solutions - BATNA.
5. Preparing appropriate argumentation, selecting a strategy and negotiation techniques.
6. Formal course of negotiations - presentation to the group.

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.
2. Patterson K., Grenny J., McMillan R., Switzler A., (2011), Crucial Conversations: Tools for Talking When Stakes Are High, McGraw-Hill Education Ltd. Additional
3. Solutions for Avoiding Intercultural Barriers at the Negotiation Table
<https://www.pon.harvard.edu/daily/business-negotiations/solutions-for-avoiding-intercultural-barriers/>
4. 10 Great Examples of Negotiation in Business
<https://www.pon.harvard.edu/daily/business-negotiations/these-examples-illustrate-the-importance-of-negotiation-in-business/>
5. Ways to Improve Your NEGOTIATION SKILLS, <https://www.youtube.com/watch?v=DZntD2KEJs0>

Additional

1. Case Study of Conflict Management: New Dispute Resolution Skills
<https://www.pon.harvard.edu/daily/business-negotiations/new-conflict-management-skills/>
2. Negotiating Skills: Test Your Negotiation Decision-Making Ability
<https://www.pon.harvard.edu/daily/business-negotiations/test-your-negotiation-smarts/>
3. 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	3,00
Classes requiring direct contact with the teacher	31	2,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	31	1,00