

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	International Negotiation Techniques
Name of the subject in English:	International Negotiation Techniques
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-INTNET-04-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Social Sciences and International Studies
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

Teaching objectives of course-unit: This course focuses on professional business negotiations, describing how culture impacts negotiations and numerous techniques business people use around the world. It also provides country-specific information about the use and effectiveness of the different techniques.

The course is a tool for students to boost their success in international negotiations by learning and practicing how different techniques work, how to counter them and how to use them effectively.

All the topics and activities in the course are specific to given cultures, relevant to communication, negotiations styles, agreements and contracts and other important issues that successful negotiators must be aware of.

SUMMARY OF THE CONTENT OF THE SUBJECT

The content of the subject involves topics for business negotiations in an international setup. The learning materials include the different impacts of culture on negotiations, showcase the framework and structure of the international negotiation process, reviewing the phases that negotiations go through.

The learning materials let students have close look at numerous negotiation techniques around the world and have insight into the usage of these techniques in different effective and successful ways.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

During the term, students perform different communication tasks alone, in pairs or in groups. Tasks involve reading and analysing case studies, videos, performing presentations, consultations and discussions about issues, making mind-maps and other informative visual aids.

All the class activities are designed to help students to express their opinions in an organized fashion, to practice negotiation techniques, problem solving, decision making, practical intelligence, critical and creative thinking.

Through situational exercises and role-playing the participants will improve their manners, communication skills, working well under pressure and all these happen in an intercultural setup.

EVALUATION OF THE SUBJECT:

During the term it is important to follow-up the regular development of students' knowledge and performance. The evaluation is a continuous process, comparing students' attitudes, approach, working discipline and necessary skills (e.g. communication skills, critical thinking)

based on previous assessment. Students can also evaluate their own performance based on

feedback given by the instructor in the course of the lessons during the term. Regular feedback

is a crucial part of evaluating the work done by the students as it helps them prepare for the mid-term test and for the final test. Students communicate with the instructor during the term and through clever self-assessment they understand their step-by-step improvement and skills

development needed to fulfil course requirements.

During term students sit a mid-term and a final, which are evaluated based on the following percentages:

0-59% - 1 (fail)

60-69% - 2 (satisfactory)

70-79% - 3 (average)

80-89% - 4 (good)

90% - 5 (excellent)

The knowledge acquired in the course of practical classes is assessed in the term-time by practical grades. Practical grades evaluate the practical work done by the student in the course

of the whole term. It qualifies the level on which students can put their theoretical knowledge into practice. Students must fulfil the requirements of practical classes during term-time.

Practical grades are awarded on a five-grade scale.

OBLIGATORY READING LIST:

- KATZ, LOTHAR: NEGOTIATING INTERNATIONAL BUSINESS : THE NEGOTIATORS REFERENCE GUIDE TO 50 COUNTRIES AROUND THE WORLD, BOOKSURGE , 2017
- Rody, Raymond: International Business Negotiations, Orange, CA Oceanprises Publications, 2002