

(Table 5.2) Course unit description

Study program: Economics and Business Management			
Type and level of studies: Master studies			
Course unit: Business Negotiation			
Teacher in charge: Jelena D. Nikolić, Dejana R. Zlatanović			
Language of instruction: English			
ECTS: 8			
Prerequisites:			
Semester: Summer			
Course unit objective: Studying negotiation strategies and tactics in order to resolve conflicts between different actors is an important prerequisite for business success. Successful negotiation implies understanding the key elements of negotiation management in different contexts. Special attention will be paid to the analysis of the acquiring and using power in the negotiation process, as well as to the researching the decision-making process within different coalitions. Accordingly, the different perceptions, cognitive capacities and emotions of the relevant stakeholders are of appropriate importance. As the success of negotiations depends not only on personal characteristics, but also on negotiation skills, the characteristics and ethical values of negotiators as decision makers will be particularly analyzed. Also, the students will learn how culture influence negotiation strategies in order to understand the specifics of international negotiation.			
Learning outcomes of Course unit			
<ul style="list-style-type: none"> • Students will acquire theoretical knowledge in the field of business negotiation aimed to resolving business problems and conflicts between different stakeholders; • Students will be able to apply different negotiation strategies and tactics depending on the ways of acquiring and using power as a factor that determines the outcome of the negotiation process; • Acquiring practical knowledge about the characteristics and skills of successful negotiators through case studies and teamwork; • Developing the skills needed to successfully negotiate in different contexts. 			
Course unit contents			
Lectures:			
Defining business negotiation and its importance			
Stages of the negotiation process			
Negotiation skills			
Key elements of negotiation management in different contexts			
Strategies and tactics of distributive and integrative negotiation			
Sources and use of power in negotiation			
The role of different perceptions, biases and emotions in the negotiation process			
Ethics in negotiation			
International negotiation			
Practical teaching: case studies method, individual and group work			
Literature			
Fisher, R., Ury, W. (2012). <i>Getting to Yes: Negotiating an agreement without giving in</i> . London: Business books			
Number of active teaching hours			Other classes
Lectures: 3	Practice: 2	Other forms of classes	Independent work
Teaching methods:			
Professor's lectures, individual and group discussions, case studies, team work.			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	oral exam	30
practical classes/tests	30	written exam	
Seminars/homework	20		
Project	10		
Other			