

BUSINESS NEGOTIATIONS

Number of credits: **3 ECTS**

Course period: Spring first half-semester / 3 classes (1 lecture + 2 seminars) per week

Language of Instruction: English

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Course description

The main goal of the course Business Communication is to introduce the students to the main concepts of the communication process, and to the specifics of intercultural communication. The course is aimed at providing the students with the appropriate tools that will enable them to distinguish different cultural codes, communicate effectively with the representatives of different cultures, overcome communication barriers in terms of business communication. Complying with the logic of the course goals and tasks the course structure allows the students to get acquainted with the lecture material, video-pieces, followed by an online interactive discussions, as well as group discussions on the most important issues. Theoretical material is presented as lecture notes, Power Point presentations, and videos-clips.

Prerequisites

International Management

English

Course outline

1. Welcome and Course Policy

Understanding the Foundations of Business Communication

Business Communication 2.0 concept

Characteristics of effective business communication

2. Mastering team & interpersonal communication

Advantages & disadvantages of working in teams

Guidelines for successful collaborative writing

Social networking technologies in business communication
Importance of listening, business etiquette & nonverbal communication
Interpersonal communication (Charley Cooley Theory,
Proactive VS reactive behaviour)

3. The Three-Step Writing Process

Importance of analyzing the situation before writing a message
Information-gathering options
Importance of good organization
Differences between the direct & indirect approaches to organizing a message

1. Crafting Brief Messages

Crafting messages for electronic media
Writing routine and positive messages
Writing negative messages
Writing positive messages

2. Public speaking

Designing and Delivering Oral and Online Presentations
Developing oral and online presentations
Enhancing presentations with slides and other visuals

1. Planning, Writing, and Completing Reports and Proposals

suggestions
Asking for feedback
Communicating across cultures

4. Writing Employment Messages and Interviewing for Jobs

Building Careers and Writing Resumes
Applying and Interviewing for employment

Writing a negative message
Asking for

Assignments

Individual tasks Paper # 1. Motivation letter
 Paper # 2. CV
 Presentation #1.

Group project The students are to prepare a group project, covering the issue of effective communication. Their main task is to be able to demonstrate speaking skills and ability to communicate effectively with the audience.

Examination

The final exam will take the form of a **presentation**. The students will have to address one of the problems related to business communication.

Suggested length – 15 slides.

Course evaluation

Grading will be based on the following policy:

Attendance 20%

Class discussions 40 %

Homework 40%

The result of the final exam will be based on the student's performance during the semester (50 %) and the oral response (50 %).

Core reading

1. Analysis: Local Connections are the Key to Success. 5 December 2008. Business Week Interactive Case Study. Electronic resource: <http://www.businessweek.com>. Accessed April 15, 2015.
2. Aubrey Fisher and Leonard C. Hawes. "An Interact System Model: Generating a Grounded Theory of Small Groups", Quarterly Journal of Speech, Vol.57, 1971, p.445.
3. Business communication for success. Electronic resource: <http://catalog.flatworldknowledge.com/bookhub/reader/15?e=mclean-ch01>
4. Covey, S. The seven habits of highly effective people. Retrived from: <chrome-extension://oemmndcbldboiebfnladdacbfdmadadm/http://www.depts.ttu.edu/upwardbound/books/the-7-habits-ofhighly-effective-people.pdf>
5. Culture Matters: The Peace Corps Cross-Cultural Workbook, p. 201-202. Peace Corps Information and Collection Exchange. Electronic resource: www.peacecorps.gov. Accessed on 17 April 2015.
6. [Fisher, R., Ury, W. and Patton, B. *Getting to Yes: negotiating Agreement Without Giving In*. Third Edition. London: Random House, 2012.](#)

Recommended reading

1. Gage, D. The Partnership Charter. Electronic resource: https://www.goodreads.com/book/show/235803.The_Partnership_Charter
2. Griffin, E. A First Look at Communication Theory. USA: McGraw-Hill, Inc, 1991.
3. Gudykunst, W. Theorizing about intercultural communication. USA: Sage Publications, 2005.
4. [Hamilton, C; Parker, C; Smith, D. Communicating for Results. USA: Wadsworth, 2011.](#)
5. Intercultural and international business communication. Electronic resource: chrome-extension://oemmndcbldboiebfnladdacbfdmadadm/http://www.saylor.org/site/wp-content/uploads/2012/10/P
6. Kaul, A. Effective Business Communication. Electronic resource: http://books.google.ru/books?id=8nwFb4jbcbsC&source=gbs_similarbooks
7. Lanhiff, J; Penrose, J. Business Communication: skills and strategies. USA: Prentice Hall, New Jersey, 1997.