

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:	3
The code of the subject in the electronic study system:	BN-INTNET-03-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.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course gives answers to a bunch of important questions: how negotiating internationally differs from negotiating in a domestic setting, what makes an effective negotiator, how to solve conflicts in negotiations, which negotiation techniques to use in certain situations and which could be counterproductive, how to build relationships with a new business partner etc.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

List of practical tasks required to fulfil the term requirements of the practical class

Classroom test

Presentation

Home assignment: essay writing

During the term, students perform different communication tasks alone, in pairs or in groups. Tasks involve reading and analysing texts about complex economic issues, writing essays, performing presentations. They consult and discuss about issues, make mind-maps, crossword puzzles, gap-fills, do D.I.E. (Description, Interpretation, Evaluation) exercises to be

able to express their opinions in an organized fashion, do listening activities, watch videos, to

be familiar with understanding the language in different situations and in an international economic and financial environment.

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