

Educational Institution “Belarus State Economic University”

**APPROVED**

Rector for Educational Institution  
«Belarus State Economic University»

A.V.Yegorov

19 12 . 2024

Reg. No 6486-24 /academic

## **DISCOURSE: BUSINESS NEGOTIATIONS**

The curriculum of the educational institution  
for the specialty 6-05-0311-03 «World Economy»

The curriculum is based on the General Higher Education Standard (Education Standards) OCBO 6-05-0311-03 and the educational plan for the specialty 6-05-0311-03 World Economy

**COMPILED BY:**

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**RECOMMENDED FOR APPROVAL:**

World Economy Department of the educational institution “Belarus State Economic University”

(Protocol № 4 dated 15.11.2024);

Methodological Committee for the specialties “World Economy”, “Business Administration” of the educational institution “Belarus State Economic University”

(Protocol № 5 dated 28.11.2024);

Scientific and Methodological Council of the educational institution “Belarus State Economic University”

(Protocol № 2 dated 18.12.2024)

## EXPLANATORY NOTE

The curriculum for the academic discipline "Discourse: Business Negotiations" is **aimed** at facilitating the study of the basic theoretical principles, methods and practical recommendations for organizing, conducting and participating in business negotiations at the current stage of world economy development.

The purpose of teaching the academic discipline is to develop students' theoretical knowledge and practical skills for participating in business negotiations, mastering existing techniques and tools for building and conducting business negotiations, taking into account the factors and trends influencing the evolution of negotiation processes in the world.

To achieve the goal, teaching the discipline pursues the following **objectives**:

- studying the concept, development stages, types, strategies and tactics of business negotiations;
- analyzing modern trends and features of organizing and conducting business negotiations;
- studying national, psychological and personal characteristics of conducting business negotiations;
- developing practical skills in organizing and conducting business negotiations taking into account the global economic situation.

As a result of studying the discipline "Discourse: Business Negotiations" the following **competency** is formed:

**special:**

use methods and techniques of business communication in an international environment, taking into account the regional characteristics of the business culture of foreign countries.

As a result of studying the discipline students are expected

**to know:**

theoretical approaches to conducting business negotiations;  
methods and tools for implementing the negotiation process;  
features of national and personal styles of business negotiations;  
features of national and personal styles of business negotiations;

**to be able to:**

identify the structural elements of the negotiation process;  
evaluate information about the current state of the negotiation situation and partners;

determine the optimal strategy, style and tactics of conducting business negotiations;

use relevant tools for conducting business negotiations in practical work;  
evaluate and argue proposals during business negotiations, resist manipulative technologies;

**to possess skills of:**

organization and conduct of business negotiations;  
assessing the degree of achievement of the set goals of business negotiations;  
solving modern problems in the field of conducting business negotiations.

Within the framework of this training programme students are to gain the theoretical and practical knowledge and skills, to develop their moral, personal and spiritual potential as well as to cultivate the virtues of a true citizen and patriot who is able to actively participate in the economic, social and cultural life of the nation.

**The place of the discipline (module)** in the system of training a specialist with a higher education, the academic is an optional subject.

**Connection with other academic disciplines** — the academic discipline "Discourse: Business Negotiations" is logically connected with the disciplines "Business Communication" and "Ethics in International Business and Business Negotiations".

The form of getting education is full-time.

In accordance with the university curriculum, the following is allocated for studying the academic discipline:

total number of class hours - 54 hours, classroom hours - 34 hours, of which lectures - 24 hours, seminars - 10 hours;

Distribution of classroom time by courses and semesters:

2nd year, 3rd semester - lectures 24 hours, seminars - 10 hours.

Independent work of the student - 20 hours;

Form of midterm assessment - credit

## COURSE CONTENT

### **Topic 1. Transforming the role of business negotiations in international economic relations**

The emergence and development of the negotiation process. Stages of business negotiations. Parties to business negotiations. Functions and classification of business negotiations. The relevance of business negotiations in the modern global economy. National and regional specifics of business communication. Features of the Belarusian culture of business communication.

### **Topic 2. Organization and conduct of business negotiations**

Conditions for the effectiveness of the negotiation process. Methods of conducting business negotiations. Pre-contractual period of negotiations. Beginning of negotiations. Handshake and first impression when meeting with partners. Creating a favorable atmosphere. Managing the attention of the audience. Features of verbal and non-verbal communication in business communication. Methods of argumentation and the culture of dispute. Completion of business negotiations. Support for business communication after negotiations.

### **Topic 3. Modern methods of conducting business negotiations**

Positional bargaining method. Method of principled negotiations. Situation of destructive positions of partners. Conflict situation. Rules for asking for help. Rules of written business communication. Modern digital technologies in business communication: online conferences, electronic document management, electronic digital signature.

### **Topic 4. Psychological aspects of business negotiations**

Psychology of the negotiation process. Communication barriers: reasons for their occurrence and ways to overcome them. Establishing rapport. Non-verbal methods of communication in the process of business negotiations. Psychological features of a business conversation. Psychology of manipulation during business negotiations. Development of long-term partnerships after negotiations.

### **Topic 5. Ethics and etiquette in business negotiations**

Ethical aspects of modern business communication. Principles of business etiquette. Speech influence in business negotiations. Modern telephone etiquette. Observance of etiquette in video communication using various electronic platforms. Manager's etiquette during business negotiations. Dress code at official events and in remote communication using electronic platforms. Inadmissibility of corruption in business negotiations, gifts and souvenirs. Anti-corruption legislation of the Republic of Belarus.

## TERM PAPER REQUIREMENTS

*When describing a term paper, it is necessary to state its purpose, indicate the approximate scope of the task, the schedule and the number of hours needed to complete in accordance with the curriculum in the specialty (specialization).*

### ***List of term paper topics***

1. Analysis of the behavior of participants in the business communication process.
2. Channels and means of business communication.
3. Communication barriers depending on social, cultural and ethnic aspects.
4. Personal characteristics of conducting business negotiations.
5. Multilateral business negotiations.
6. Basic models and styles of business communication.
7. Features of business communication by telephone and the Internet.
8. Mediation and consulting in business negotiations.
9. Symbols and signs in the communication process, their interpretation and perception.
10. Semantic and emotional aspects of business communication.
11. Specifics of national styles of conducting business negotiations.
12. Strategies for conducting business negotiations taking into account cultural differences (optional).
13. Strategy and tactics of information influence on participants in the process of business communication.
14. Trends in the development of modern business etiquette.
15. Formation of the Belarusian style of conducting business negotiations.
16. Ethics of oral, written and remote business communication: similarities and differences.

# THE DISCIPLINE-DESIGNED THEMATIC CURRICULUM “DISCOURSE: BUSINESS NEGOTIATIONS”

## Full-Time Mode of Higher Education

| No. of Unit, Topics | Title of Unit, Topic   | The number of study hours |                   |          |             |  |          |             | References              | Knowledge control   |
|---------------------|--|---------------------------|-------------------|----------|-------------|--|----------|-------------|-------------------------|---------------------|
|                     |  | Lectures                  | Practical classes | Seminars | Lab classes | The number of hours for the independent study ** |          |             |                         |                     |
|                     |  |                           |                   |          |             | Lectures   | Seminars | Lab classes |                         |                     |
| 1                   | 2  | 3                         | 4                 | 5        | 6           | 7  | 8        | 9           | 11                      | 12                  |
| 3rd term            |  |                           |                   |          |             |  |          |             |                         |                     |
| Topic 1             | Transforming the role of business negotiations in international economic relations | 4                         |                   |          |             |  |          |             | [2-3,5-6,8-9,11,13-15]  | Express questioning |
| Topic 1             | Transforming the role of business negotiations in international economic relations |                           |                   | 2        |             |  |          |             | [2-3,5-6,8-9,11,13-15]  | Report              |
| Topic 2             | Organization and conduct of business negotiations                                  | 4                         |                   |          |             |  |          |             | [2-6,9,11-14,16,18]     | Express questioning |
| Topic 2             | Organization and conduct of business negotiations                                  |                           |                   | 2        |             |  |          |             | [2-6,9,11-14,16,18]     | Quiz                |
| Topic 3             | Modern methods of conducting business negotiations                                 | 4                         |                   |          |             |  |          |             | [2-3,5-6,8-9,13-14,17]  | Express questioning |
| Topic 3             | Modern methods of conducting business negotiations                                 |                           |                   | 2        |             |  |          |             | [2-3,5-6,8-9,13-14,17]  | Study task          |
| Topic 4             | Psychological aspects of business negotiations                                     | 4                         |                   |          |             |  |          |             | [2-3,5-6,8-10,13-14,17] | Express questioning |
| Topic 4             | Psychological aspects of business negotiations                                     |                           |                   | 2        |             |  |          |             | [2-3,5-6,8-10,13-14,17] | Study task          |
| Topic 5             | Ethics and etiquette in business negotiations                                      | 8                         |                   |          |             |  |          |             | [1,7,9,11-14,16]        | Express questioning |
| Topic 5             | Ethics and etiquette in business negotiations                                      |                           |                   | 2        |             |  |          |             | [1,7,9,11-14,16]        | Essay               |
| Total 3rd term      |  | 24                        |                   | 10       |             |  |          |             |                         | Credit              |

## INFORMATIONAL AND METHODICAL SUPPORT

**References****Basic:**

1. Stretch opportunities: skills and language for your future career. Rasshiryaya vozmozhnosti: yazyk i navyki dlya budushchey kar'yery : uchebnoye posobiye / V. V. Goncharova, Y. G. Maslova, V. O. Midova [i dr.] ; pod obshch. red. V. V. Goncharovoy. – M. : Rusayns, 2024. – 98 s. – ISBN 978-5-466-06944-0. – URL: <https://book.ru/book/954065> (data obrashcheniya: 20.11.2024). – Tekst : elektronnyy.
2. Maslova, M. Y. Angliyskiy yazyk dlya delovoy kommunikatsii = The Language of Modern Business : (s elektronnyy prilozheniyem) : uchebnoye posobiye dlya studentov uchrezhdeniy vysshego obrazovaniya po spetsial'nosti "Sovremennyye inostrannyye yazyki (po napravleniyam)" / M. Y. Maslova, Y. V. Maslov. – Minsk : RIVSH, 2020. – 330 s.
3. Petrovich, M. V. Peregovornyy protsess : uchebnoye posobiye dlya studentov uchrezhdeniy vysshego obrazovaniya po spetsial'nosti "Marketing" / M. V. Petrovich, S. P. Marmashova. – Minsk : Amalfeya, 2021. – 403 s. (in Russian).
4. Professional'naya etika: uchebnoye posobiye / S. V. Venidiktov, I. L. Lukashkova. - Minsk : Respublikanskiy institut vysshey shkoly, 2020. - 179 s. (in Russian).
5. Spinova, Y. A. Biznes-dialog = Business dialogue and negotiation phrases: Reference book / Spinova Y.A. - M. : Magistr, NITS INFRA-M, 2019. - 72 s. - ISBN 978-5-9776-0239-6. - Tekst : elektronnyy. - URL: <https://znanium.ru/catalog/product/1010756> (data obrashcheniya: 20.11.2024). – Rezhim dostupa: po podpiske (in Russian).
6. Taratukhina, Y. V. Delovyye i mezhekul'turnyye kommunikatsii : uchebnik i praktikum dlya vuzov : dlya studentov vysshikh uchebnykh zavedeniy, obuchayushchikhsya po ekonomicheskim napravleniyam i spetsial'nostyam / Y. V. Taratukhina, Z. K. Avdeyeva. – Moskva : Yurayt, 2020. – 323, [1] s. (in Russian).

**Additional:**

7. Androsova, I. G. Delovoy angliyskiy âzyk dlâ ékonomistov i menedžerov : učebnik / I. G. Androsova. – M. : KnoRus, 2024. – 309 s. – ISBN 978-5-406-12872-5. – URL: <https://book.ru/book/952841> (data obrashcheniya: 20.11.2024). – Tekst : elektronnyj (in Russian).
8. Belyatskiy, N. P. Kreativnyy menedzhment : uchebnik dlya studentov uchrezhdeniy vysshego obrazovaniya po ekonomicheskim spetsial'nostyam / N. P. Belyatskiy. – Minsk : Vysheyshaya shkola, 2022. – 382, [1] s. (in Russian).
9. Vasilenko, I. A. Mezhdunarodnyye peregovory : uchebnik dlya studentov vysshikh uchebnykh zavedeniy / I. A. Vasilenko ; Diplomaticeskaya akademiya MID Rossiii. – 2-ye izd., pererab. i dop. – M. : Yurayt, 2013. – 486 s. (in Russian).
10. Garagulya, S. I. Angliyskiy yazyk v sfere delovogo obshcheniya = English for Business Communication : uchebnik / S. I. Garagulya. – M. : KnoRus, 2023. – 324 s. – ISBN 978-5-406-10794-2. – URL: <https://book.ru/book/947627> (data obrashcheniya: 20.11.2024). – Tekst : elektronnyy (in Russian).

11. Zavolokina, L. I. Effektivnyye delovyye peregovory : uchebnoye posobiye / L. I. Zavolokina. – M. : INFRA-M, 2023. – 148 s. – (Vyssheye obrazovaniye: Magistratura). – DOI 10.12737/1819520. - ISBN 978-5-16-017208-8. - Tekst : elektronnyy. - URL: <https://znanium.com/catalog/product/2056667> (data obrashcheniya: 05.09.2024). – Rezhim dostupa: po podpiske (in Russian).
12. Ignat'yeva, Y. Mezhdunarodnyy delovoy etiket na primere 22 stran : osobennosti mentaliteta, pravila dress-koda, tipy privetstviy, sovety dlya uspeshnykh kontraktov / Y. Ignat'yeva ; [lit. red. Y. Dorogova]. - Moskva : Eksmo, 2020. - 413, [1] s. (in Russian).
13. Imayeva, Y. Z. Negotiations: Key to Success : uchebnoye posobiye / Y. Z. Imayeva, Y. V. Kostikova, N. A. Sukhareva. – M. : Rusayns, 2021. – 147 s. – ISBN 978-5-4365-8872-8. – URL: <https://book.ru/book/942341> (data obrashcheniya: 20.11.2024). – Tekst : elektronnyy (in Russian).
14. Lashko, S. I. Mezhdunarodnyye peregovory : uchebnoye posobiye / S. I. Lashko, I. O. Martynenko. – M. : RIOR : INFRA-M, 2024. – 132 s. – (Vyssheye obrazovaniye: Bakalavriat). – <https://doi.org/10.12737/19593>. - ISBN 978-5-369-01940-5. - Tekst : elektronnyy. - URL: <https://znanium.com/catalog/product/2102730> (data obrashcheniya: 05.09.2024). – Rezhim dostupa: po podpiske (in Russian).
15. Luk'yanova, V. S. Perevod ekonomicheskikh tekstov: Corporate Culture and Project Management. Marketing and Making Deals. Sustainable Business Practices and New Business : uchebnoye posobiye / V. S. Luk'yanova, M. M. Stepanova, Y. V. Bogdanova. – M. : KnoRus, 2024. – 245 s. – ISBN 978-5-406-12304-1. – URL: <https://book.ru/book/951132> (data obrashcheniya: 20.11.2024). – Tekst : elektronnyy (in Russian).
16. Mikhaylova, K. Y. Mezhdunarodnyye delovyye peregovory : uchebnoye posobiye / K. Y. Mikhaylova, A. V. Trukhachev. - 6-ye izd., pererab. i dop. - Stavropol': AGRUS Stavropol'skogo gos. agrarnogo un-ta, 2013. - 368 s. - ISBN 978-5-9596-0974-0. - Tekst: elektronnyy. - URL: <https://znanium.com/catalog/product/514885> (data obrashcheniya: 05.09.2024). – Rezhim dostupa: po podpiske (in Russian).
17. Semenov, A. K. Psikhologiya i etika menedzhmenta i biznesa : uchebnoye posobiye dlya bakalavrov / A. K. Semenov, Y. L. Maslova. - 10-ye izd. - M.: Izdatel'sko-torgovaya korporatsiya «Dashkov i K°», 2020. - 274 s. (in Russian).
18. Fokina, O. A. Angliyskiy yazyk v sfere delovoy kommunikatsii : uchebnoye posobiye / O. A. Fokina, I. A. Grebennikova ; Priamurskiy gosudarstvennyy universitet im. Sholom-Aleykhema. – Birobidzhan : Priamurskiy gosudarstvennyy universitet imeni Sholom-Aleykhema, 2023. – 109 s. : il. – Rezhim dostupa: po podpiske. – URL: <https://biblioclub.ru/index.php?page=book&id=702859> (data obrashcheniya: 20.11.2024). – Bibliogr. v kn. – Tekst : elektronnyy (in Russian).

**List of questions for credit**

1. The relevance of business negotiations in the modern global economy.
2. Anti-corruption legislation of the Republic of Belarus.
3. The emergence and development of the negotiation process.
4. Communication barriers and ways to overcome them.
5. The method of positional bargaining in business negotiations.
6. The method of principled negotiations.
7. Methods of argumentation and the culture of dispute.
8. National and regional specifics of business communication.
9. The beginning of negotiations, a handshake and the first impression when meeting with partners.
10. Non-verbal methods of communication in the process of business negotiations.
11. Inadmissibility of corruption in the course of business negotiations, gifts and souvenirs.
12. Features of the Belarusian business communication culture.
13. Upholding business communication after negotiations.
14. Rules for asking for help in the process of business communication.
15. Rules of written business communication.
16. Pre-contractual period of business negotiations.
17. Principles of business etiquette.
18. Psychological features of business conversation.
19. Psychology of manipulation during business negotiations.
20. Psychology of the negotiation process.
21. Development of long-term partnerships after negotiations.
22. Speech influence in business negotiations.
23. The situation of destructive positions of partners.
24. The situation of conflict in the process of business communication.
25. Observance of etiquette in video communication using electronic platforms.
26. Modern digital technologies in business communication.
27. Modern etiquette of telephone communication.
28. Creating a favorable atmosphere for business negotiations.
29. Methods of conducting business negotiations.
30. Stages of business negotiations.
31. Dress code at official events and in remote communication using electronic platforms.
32. Parties to business negotiations.
33. Managing audience attention, communication methods.
34. Conditions for the effectiveness of the negotiation process.
35. Developing partnerships.
36. Functions and classification of business negotiations.
37. Managerial etiquette during business negotiations.
38. Ethical aspects of modern business communication.

### **Methodical recommendations for self-study of master's students**

Self-study of master's students are very important stage in obtaining course knowledge.

20 hours are allocated for self-study of a full-time student.

The content of students' self-study includes all the discipline topics from the section "Course content".

Main components of self-study for master's students are the following:

- self-study work in the form of solving individual tasks in the classroom during practical classes under the supervision of a teacher in accordance with the schedule;
- detailed review of sections, topics, certain issues, concepts;
- execution of model calculations, design work, individual practical work, design and graphic work;
- preparation for revision tasks;
- completion of term papers;
- preparation for practical, laboratory and seminar classes, including the preparation of reports (including thematic reports), informational and visual materials, abstracts, presentations, essays, etc.;
- preparation of reports on the results of laboratory work, model and other calculations, individual practical work;
- work with educational, reference, analytical and other literature and materials;
- compilation of a review of scientific (scientific and technical) literature on a given topic;
- performing information search and compiling a thematic selection of references, including Internet sources;
- text analysis (annotation, abstracting, reviewing, resume writing);
- preparation for the interim certification.

## **Assessment procedures**

Assessment is carried out within the framework of monitoring and intermediate certification.

Monitoring tools are used during the term and include the following forms of assessment:

- express in-class questioning;
- quiz;
- report;
- essay;
- study task.

Number of events for current assessment of students in an academic discipline, module:

the number of events for current assessment of students in an academic discipline, module depends on the volume of the academic discipline, module and includes:

- express in-class questioning - 5;
- quiz - 1;
- report - 1;
- essay - 1;
- study task – 2.

The result of the monitoring during the term is estimated by a mark in points on a ten-point scale and is derived based on the marks put during the activities of the monitoring during the term.

Requirements for the student during the intermediate certification.

Students are allowed to undergo certification in the academic discipline on condition of successful completion of the monitoring certification (monitoring tools) in an academic discipline set out in the current term by this curriculum.

Intermediate certification is carried out in the form of a credit.

**PROTOCOL OF THE CURRICULUM COORDINATION  
WITH OTHER ACADEMIC DISCIPLINES OF THE SPECIALTY**

| Name of the discipline that requires coordination | Name of the department               | Proposals for changes in the curriculum content of a higher education institution on the academic discipline | Decision taken by the department that developed the curriculum (indicating the date and number of the protocol) |
|---|--------------------------------------|--|---|
| 1   | 2                                    | 3  | 4   |
| Management of foreign economic activity           | Department of International Business | <i>Prof. I. B. Tyndeev</i>   |   |
|   |                                      |  |   |
|   |                                      |  |   |
|   |                                      |  |   |

ADDITIONS AND CHANGES TO THE CURRICULUM ON THE  
DISCIPLINE «DISCOURSE: BUSINESS NEGOTIATIONS»,

(Registration N\_\_dated . . . )  
for \_\_\_\_/\_\_\_\_academic year

| № | Additions and changes | Explanatory notes |
|---|-----------------------|-------------------|
|   |                       |                   |

The curriculum was revised and approved at the meeting of the Department of "*World Economy*"

(Min. N\_\_\_\_\_dated\_\_\_\_\_20\_\_)

Head of Department,  
academic degree, academic title

\_\_\_\_\_ Name

APPROVED

Dean of the Faculty  
academic degree, academic title

\_\_\_\_\_ Name