

Establishment of education
"The Belarusian state economic university"

SUBMIT
Rector
of the education establishment
"The Belarusian State Economic
University"

_____ V.Y. Shutilin
«____» _____ 2019

Registration № УД _____/

**COMMERCIAL DIPLOMACY AND INTERNATIONAL TRADE
NEGOTIATIONS**

Syllabus of educational establishment on training discipline
for specialty

1-25 80 02 "World economy"

ORIGINATOR:

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RECOMMENDED FOR APPROVAL:

Department of international economy of establishment of education "Belarusian state economic university"

(protocol № 10 from 14.05.2019);

Scientific - methodical Council of establishment of education "Belarusian state economic university"

(protocol № from __.__.2019)

EXPLANATORY NOTE

Academic discipline "Commercial diplomacy and international trade negotiations" is an independent academic discipline for undergraduates majoring in 1-25 80 02 "World economy" on the profile "International economy and commercial diplomacy". It studies commercial diplomacy and peculiarities of international trade negotiations in the modern system of international economic relations, formation and main stages of development of commercial diplomacy, components of organizational functioning and foreign experience.

The purpose of teaching the discipline: the formation of undergraduates theoretical and practical knowledge of commercial diplomacy and international trade negotiations, developing an understanding of commercial diplomacy and international trade negotiations as the most important tools to promote national trade interests in the world economy.

Objectives of the discipline:

- study of the essence, stages of development, classifications of commercial diplomacy;
- study of the bilateral, plurilateral and multilateral format of the functioning of trade diplomacy;
- study of current trends and peculiarities of international trade negotiations;
- study of modern trends and peculiarities of commercial diplomacy,
- formation of skills and their analysis.
- study of the peculiarities of conducting various types of international trade negotiations.

As a result of the study of the discipline undergraduates should:

Know:

- the essence and current trends in the development of commercial diplomacy diplomacy;
- the main directions of modern foreign trade policy and economic diplomacy, as a means of achieving its goals forms and methods of their implementation, adopted in international practice;
- essence of bilateral, plurilateral, multilateral commercial diplomacy;
- current trends in the implementation of commercial diplomacy by countries of different levels of development in different regions of the world.
- subject, concepts, types of international business negotiations; to know the strategy and tactics of business negotiations on the basis of modern communication technologies;
- methods, tools and techniques of international business negotiations;
- preparation stages in conducting international business negotiations;

- peculiarities of national styles of business negotiations.

Know:

- effectively use the tools of commercial diplomacy in the implementation of foreign economic relations of the country at the bilateral, regional and multilateral levels;

- to understand the specifics of foreign trade policy, taking into account the sectoral and sectoral aspects of the development of the national economy and foreign trade;

- to use the advantages of commercial diplomacy for the development of foreign trade activities of the enterprise and the state as a whole.

- it is correct to find and use structural elements of the international negotiation process in a real business negotiation situation;

- plan the negotiation process, analyze information about the current state of the negotiation situation and the counterparty,

- choose the optimal strategy, style and tactics of international trade negotiations, identify the needs of the opponent;

- to use the tools of international trade negotiations in practical work;

Own:

- skills of assessment of mechanisms of trade cooperation of the state with foreign partners;

- commercial diplomacy tools to support exports and promote investment.

- skills of application of WTO rules in practice;

- assessment of the definition of national and personal characteristics, as well as assessment of their impact on the negotiation process;

- methods and tools for solving modern problems in the field of international trade negotiations.

Communication with other academic disciplines: academic discipline "Commercial diplomacy and international trade negotiations" is based on the study of academic disciplines "macroeconomics (advanced level)", "international Economics", "International economic relations" and is the basis for the study of special academic disciplines and academic disciplines at the choice of undergraduates.

In accordance with the curriculum of higher education institutions in the specialty 1-25 80 02 "World economy" curriculum is designed for 108 hours, including classroom for full-time higher education - 48 hours, for correspondence forms of higher education – 10 hours. Distribution by type of classroom for full-time higher education: lectures 28 hours; seminars – 20 hours. Distribution by type of classroom for correspondence form of higher education: lectures 6 hours; seminars – 4 hours.

Form of control – exam.

THE CONTENT OF EDUCATIONAL MATERIAL

Topic 1. Commercial diplomacy and international trade negotiations: content, objectives, subject and methods

Commercial diplomacy in the modern system of international economic relations. Interaction of Economics and politics in the international arena. Interconnection and interdependence of national economic interests of the state, economic security, foreign economic policy and economic diplomacy. Concepts of economic diplomacy ("diplomacy that takes care of the economy", "diplomacy that serves the economy", "diplomacy that put the economy at its service", "new economic diplomacy"). Specifics and types of diplomacy: goals and objectives.

Subject, purpose and structure of the discipline "Commercial diplomacy and international trade negotiations".

Foreign trade policy and modern tools for its implementation. Priorities of foreign trade policy of the state in the field of international economic relations. The problem of ensuring the optimal balance of interests of the state and economic entities in the implementation of foreign trade policy objectives. Formation and main stages of development of trade diplomacy.

International trade negotiations as a sphere of professional activity. The importance of improving the conduct of international trade negotiations.

The concept of international trade negotiations, their main stages. International negotiations as the art of compromise. Various aspects of international trade negotiations. Subjects of international trade negotiations.

Negotiations as a means of achieving the goals of the state. Evolution of negotiation practice. The most important characteristics of the negotiations. Functions of international trade negotiations. Approaches to the classification of international negotiations. The role of negotiations in the modern world economy. Modern business etiquette.

Topic 2. Multilateral commercial diplomacy

Positions of the parties in multilateral trade negotiations. The main problems of multilateral negotiations: the creation of coalitions, the formulation of possible concessions, the problems and paradoxes of voting, consensus solutions. Key strategies in multilateral negotiations: selective selection of information for analysis, systematization of proposals during negotiations, development and approval of rules of negotiations, other strategies. Formation of coalitions in the course of multilateral negotiations: the optimal size of coalitions, trust within the coalition. Strategies to maximize the effectiveness of coalitions.

The concept of "international trade regime". GATT and its role in shaping the international trade regime. Contents of the main international agreements on trade and tariffs reached in the Uruguay round of negotiations.

World trade organization (WTO): basic agreements, principles, and mechanisms to ensure compliance with international trade rules.

International trade regime: main participants, structure, institutional and organizational components, principles and conditions of participation, dispute settlement mechanism. New round of multilateral trade negotiations (Doha development round). Purpose and main directions of negotiations. Draft trade agreements to be negotiated. Positions of different groups of countries and individual countries on trade in agricultural goods and services. Special trade agreements.

WTO, WTO plus and WTO extra rules; regionalism and multilateralism; non-tariff barriers in RICE (quantitative restrictions, safeguards, taxes, technical barriers, rules of origin, trade facilitation, etc.).

Trade conflicts and international practices of resolving them.

Topic 3. Bilateral, plurilateral commercial diplomacy and international trade negotiations

Features, objectives, interdependence and problems of bilateral trade cooperation. The problems are equivalent and mutually beneficial cooperation between the two countries.

The goals of the States in economic negotiations: economic, political, the purpose of maintaining normal relations. The context in which international economic negotiations are taking place (for example, the creation of the IMF and the WTO Doha round negotiations). Expectations regarding the outcome of the negotiations within the country.

Plurilateral commercial diplomacy and international trade negotiations: essence and forms and directions. The main directions of plurilateral trade diplomacy – diplomacy to promote economic relations, practical business cooperation and integration.

Topic 4. Commercial diplomacy and international trade negotiations of foreign countries.

Commercial diplomacy and international trade negotiations of developed countries: goals, objectives and tools. Commercial diplomacy and international trade negotiations the US: "expansionist" option. British commercial diplomacy and international trade negotiations: a "conservative" option. German commercial diplomacy and international trade negotiations: a "flexible" option.

Commercial diplomacy and international trade negotiations of developing countries: goals, objectives and instruments. Commercial diplomacy and international trade negotiations of China: the use of the effect of "large numbers" and the Chinese Diaspora. India's commercial diplomacy and international trade negotiations. South Korea's commercial diplomacy and international trade negotiations.

Collective diplomacy: goals, objectives and tools. Commercial diplomacy and international trade negotiations of the European Union: "continental" option. The policy and tactics of drawing into the orbit of influence: the EU's overall strategy towards third countries, "EU enlargement", "good-neighbourly agreements", the stability Pact, "common economic space". Instruments: harmonization of standards, proce-

dures and rules; promotion and liberalization of trade; unification of investment regimes; economic and technical assistance.

Commercial diplomacy and international trade negotiations of developing countries: the "collectivist" option (Group of 77). Commercial diplomacy and international trade negotiations of commodity producing countries (OPEC).

Regional diplomacy.

The transatlantic partnership, the Washington consensus, the Paris club, the Meeting of member countries of the OECD DAC). Negotiation tactics. Use of economic incentives and political pressure.

Formation of the national system of economic and trade diplomacy. The order and mechanisms of interaction of the main national economic and diplomatic agents. The practice of using the tools of trade diplomacy in the Republic of Belarus. Preliminary assessments of the impact of the measures taken and the effectiveness of trade diplomacy.

Topic 5. Preparation and conduct of international trade negotiations

The main parameters of preparations for the international trade negotiations. The importance of the preparatory stage for the negotiations. Creating conditions for negotiations in conflict and crisis. Factors influencing decision-making in crisis. Organizational issues of preparation for negotiations. Substantive issues of preparation for negotiations. Case study.

Structure of the international negotiation process. The main stages of international trade negotiations (the idea of negotiations, preparation for negotiations, "negotiations", the actual negotiations). Methods of position submission. Approaches and types of behavior in business negotiations. Principles of interaction with the partner.

International trade negotiations on the current problem of world politics. Strategies for international business negotiations. Strategies for negotiating within the framework of cooperation. Control strategy. Strategy of concessions. A strategy of constructive compromise. The Harvard principle of negotiation. Advantages and disadvantages of negotiation strategies. Matrix of double interest. The estimated future productivity. Supposed common platform. The method of choosing the optimal strategy for business negotiations. Methods and methods of assessing the effectiveness of the chosen strategy of the negotiation process. Methods of presenting positions in international business negotiations.

Tactics of international trade negotiations. The main tactics in international negotiations, options and consequences of their use. Features of the analysis of efficiency of application of this or that tactics of conducting the international trade negotiations depending on current situation.

Topic 6. Features of conducting various types of international trade negotiations

Features of business communication in the negotiation process. The components of the point of the discussion. The algorithm of discussion in the negotiation

process. Communication, asking questions, giving signals, representation of arguments. Establishing contact in the course of business negotiations. Identification of the needs of the second party. Types of questions: open, closed, clarifying, alternative, suggestive. Trap questions. Funnel of questions. Methodology of argumentation in the negotiation process

Multilateral international business negotiations. Approaches R. Fisher, W. URY, W. Mastenbroek, C. L. Karras and others to the strategies of business negotiation.

Non-verbal methods of communication in international business negotiations. Facial expressions, gestures, poses, voice. The functions of nonverbal code. Analysis of typical elements of nonverbal communication. Influence of non-verbal means of communication on the process of business negotiations. Manipulation in business negotiations.

Mediation and consulting in international business negotiations.

Topic 7. The role of national specificity in international business negotiations

Context of international business negotiations. Specifics of national styles of business negotiations: American, Japanese, German, French, Arabic, etc. National features of non-verbal communication. Development of strategy of business negotiations taking into account the difference of cultures. Difference in business negotiations in different countries. Parameters of national styles of negotiation (approaches D. Mole, E. Hall, D. Hofstede, F. Trompenaars) Personal characteristics of negotiation.

Development of research on international business negotiations in the US, European countries, Japan, China and Russia.

Features of conducting negotiations between representatives of the different countries. Factors influencing the formation of the Belarusian business style.

ACADEMIC MAP OF THE DISCIPLINE
for full-time form education

Number of topic	Topic and questions	Number of auditory hours					other	Forms of knowledge control Practical studies
		Lectures	Practical studies	Seminars	Laboratorial studies	Managed independent work of stu		
1.	Commercial diplomacy and international trade negotiations: content, objectives, subject and methods	4		2		2	[5, 7, 9, 10, 14, 16]	Survey, test
2	Multilateral commercial diplomacy	4		4		4	[5, 10, 14, 16]	Survey, test
3	Bilateral, plurilateral commercial diplomacy and international trade negotiations	4		2			[5, 10, 14, 16]	Survey, test

4.	Commercial diplomacy and international trade negotiations of foreign countries	4		2		4	[1, 5, 7, 11, 13]	Survey, test
5.	Preparation and conduct of international trade negotiations	4		4			[1, 4, 5, 11, 13]	Survey, test
6.	Features of conducting various types of international trade negotiations	4		4		2	[1-4, 11, 13]	Survey, test
7.	The role of national specificity in international business negotiations	4		2		2	[1, 4, 5, 11, 13]	Survey, test
Total		28		20		14		

ACADEMIC MAP OF THE DISCIPLINE
for part-time form educations

Number of topic	Topic and questions	Number of auditory hours					other	Forms of knowledge control Practical studies
		Lectons	Practical studies	Seminars	Laboratorial studies	Managed independent work of stu		
1.	Commercial diplomacy and international trade negotiations: content, objectives, subject and methods	2					[5, 7, 9, 10, 14, 16]	Survey, test
2	Multilateral commercial diplomacy	2					[5, 10, 14, 16]	Survey, test
3	Bilateral, plurilateral commercial diplomacy and international trade negotiations			1			[5, 10, 14, 16]	Survey, test
4.	Commercial diplomacy and international trade negotiations of foreign countries	1					[1, 5, 7, 11, 13]	Survey, test
5.	Preparation and conduct of international trade negotiations			1			[1, 4, 5, 11, 13]	Survey, test

6.	Features of conducting various types of international trade negotiations	1		1			[1-4, 11, 13]	Survey, test
7.	The role of national specificity in international business negotiations			1			[1, 4, 5, 11, 13]	Survey, test
Total		6		4				

INFORMATION AND METODIC PART

Methodical recommendations on organization of independent work of masters students on training discipline

«Commercial diplomacy and international trade negotiations»

In receiving knowledge on training discipline an important stage is the independent operation of masters students. The budget of time for independent operation on average on 2-hour classroom occupation is recommended 1,5 - 2 hours.

Main directions of independent operation of the undergraduate:

- original acquaintance with the program of a subject matter;
- acquaintance with the list of the recommended literature, its study and selection of additional literature;
- operation with the political map of the world;
- study of materials of different databases of the international economic organizations for regional trade agreements and official sites of integration associations;
- a study and extension of the material of lectures provided by the teacher due to information from additional literature, consultations;
- preparation for seminar classes in specially developed plans with a study of the main and additional literature;
- preparation for the main forms of monitoring (control inquiry, test, jobs USRS, etc.);
- preparation of the computer presentations on single questions and subjects of a subject matter;
- preparation for exam.

Standard and acts

Charter of the UN.

Rules of procedure of the United Nations General Assembly.

Marrakesh agreement

GATT, GATS

READING LIST

Core Textbooks

1. Conti J.A. *Between Law and Diplomacy: The Social Contexts of Disputing at the World Trade Organization*. Stanford University Press, 2011.- 260 p.
2. *Economic Diplomacy. Essays and Reflections by Singapore's Negotiators*. Edited by: C L Lim (University of Hong Kong, Hong Kong), Margaret Liang (Ministry of Foreign Affairs, Singapore). -2010.- 344p.
3. Tussie D. *Trade Diplomacy. The Oxford Handbook of Modern Diplomacy*. 2013.- 120p.
4. Pigman G. *Trade Diplomacy Transformed: Why Trade Matters for Global Prosperity*. Paperback, 2016 – 320 p.
5. Michael Wheeler, Harvard Business School. *The Art of Negotiation: How to Improvise Agreement in a Chaotic World*. Simon & Schuster, 2013.-166 p.

Recommended Readings

6. Van Bergeij, Peter A. G., *Economic Diplomacy and the Geography of International Trade*, Edward Elgar Publishing, North Hampton, 2009. – 230 p.
7. Moons, Selwyn and Van Bergeijk, Peter A. G., *Economic Diplomacy and Economic Security*, *New Frontiers for Economic Diplomacy*, Carla Guapo Costa, ed., Instituto Superior de Ciências Sociais e Políticas, 2009.- P. 37-54
8. Peter D. Johnston, *Negotiating with Giants*, Negotiation Press. Cambridge, Massachusetts, 2012.- 358 p.
9. Naray, O. *Commercial Diplomats in the Context of International Business*. *The Hague Journal of Diplomacy*. 2012/ 6.- P 121-148.
10. Fisher R., W. Uri with B. Patton, *Getting to yes*, New York: Penguin Books.2001.- 368 p.
11. *Preferential Trade Agreements: Policies for Development: a Handbook* / ed. by J.P. Chau, Jean-Christophe Maur. - Washington D.C.: World Bank, 2011. - 536 p.

12. Busschers, S. The Value of Commercial Diplomacy from an International Entrepreneurs perspective, in Commercial Diplomacy and International Business: a conceptual and empirical exploration, Ruel, H. J. M., ed. Advanced series in Management, Emerald, 2012. – 254 p.
13. Stadman, A. Competitors or Collaborators: a comparison of Commercial Diplomacy policies and practices of EU Member States", in Commercial Diplomacy and International Business: a conceptual and empirical exploration, Ruel, H. J. M., ed. (Advanced series in Management, Emerald, 2012. – 254 p.
14. Hofstede G. Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations across Nations.- Thousand Oaks, CA: Sage Publications, 2011.- 236 p.
15. Kostecki, M., and Naray, O. Commercial diplomacy and international businessю Den Haag: Nederlands Instituut voor Internationale Betrekkingen Clingendael, April 2007ю - 41p.
16. Van Bergeij, Peter A. G. Economic Diplomacy and the Geography of International Trade.- Edward Elgar Publishing, North Hampton, 2009.- 240 p.
17. Katz L. Negotiating International Business:The Negotiator's Reference Guide to 50 countries Around The World – L:Booksurge, 2006.- 146p.

ПРОТОКОЛ СОГЛАСОВАНИЯ УЧЕБНОЙ ПРОГРАММЫ

Название учебной дисциплины, с которой требуется согласование	Название кафедры	Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине	Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)
1	2	3	4
Макроэкономика (продвинутый уровень)	кафедра экономической теории	Нет Воробьев В.А.	Скорректировать тему 1 и тему 5 учебной дисциплины «Коммерческая дипломатия и международные торговые переговоры», устранить дублирование. Протокол № 10 от 09.03.2017 г.

**ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ
ПО ИЗУЧАЕМОЙ УЧЕБНОЙ ДИСЦИПЛИНЕ**
на 2017 / 2018 учебный год

№ Пп	Дополнения и изменения	Основание

Учебная программа пересмотрена и одобрена на заседании кафедры
(протокол № ____ от _____ 2017 г.)

Заведующий кафедрой
д.э.н, профессор _____

(подпись)

А.А. Праневич

УТВЕРЖДАЮ
Декан факультета
к.э.н, доцент _____

(подпись)

В.Ю. Шутилин