

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF INTERNATIONAL ECONOMIC RELATIONS**

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Adopted by the FC (record №/ date):

Adopted by the DC (record № 7/ 27.02.2020):

**ACCEPTED BY:**

**Dean:**

(Prof. Dr. Stoyan Marinov)

## SYLLABUS

**SUBJECT: BUSINESS NEGOTIATIONS**

**DEGREE PROGRAMME: International business; BACHELOR`S DEGREE**

**YEAR OF STUDY: 3; SEMESTER: 5**

**TOTAL STUDENT WORKLOAD: 180 hours; incl. curricular 60 hours**

**CREDITS: 6**

### DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none"><li>• LECTURES</li><li>• SEMINARS / LAB. EXERCISES</li></ul>	30 30	2 2
EXTRACURRICULAR	120	-

Prepared by:

1. ....  
(Prof. Dr. Vesselina Dimitrova)

2. ....  
(Chief Assist. Dr. Petyo Boshnakov)

Head of department  
of International economic relations: .....

(Assoc. Prof. Dr. Georgi Marinov)

## **I. ANNOTATION**

*The course focuses on both, business and trade negotiations with their areas of agreements, communication strategies and common goals. The course prepares students to use negotiation strategies to improve their business success at European and global levels. As effective negotiators, the students must also have the skills to analyze a trade problem and to determine the interests of each party in the WTO negotiation.*

## **II. THEMATIC CONTENT**

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
	<b>Theme 1. NATURE OF BUSINESS NEGOTIATION</b>	<b>4</b>	<b>4</b>	
1.1.	Definition of business negotiations			
1.2.	Definition of commercial diplomacy and international trade agreements			
	<b>Theme 2. GEOCENTRIC BUSINESS NEGOTIATION PROCESS</b>	<b>6</b>	<b>6</b>	
2.1.	Role of international trade			
2.2.	Degree of negotiation: technology transfer, franchising, coproduction agreements, mergers, joint ventures			
	<b>Theme 3. COMMUNICATION STRATEGIES IN BUSINESS NEGOTIATIONS. CROSS-CULTURAL SKILLS</b>	<b>6</b>	<b>6</b>	
3.1.	Various negotiation strategies			
3.2.	International negotiation styles			
	<b>Theme 4. DEVELOPMENT OF TRADE POLICIES</b>	<b>3</b>	<b>3</b>	
4.1.	Role of governments and businesses			
4.2.	Role of non-profit organizations			
	<b>Theme 5. ROLE OF WTO</b>	<b>3</b>	<b>3</b>	
5.1.	From GATT to WTO			
5.2.	Settlement of trade disputes			
5.3.	Free trade agreement (FTA), regional trade agreement (RTA), trans-Pacific partnership (TPP)			
	<b>Theme 6. TRADE POLICY AND POLITICAL NEGOTIATIONS</b>	<b>3</b>	<b>3</b>	
6.1.	Lobbing			
6.2.	Trade conflicts and wars			
	<b>Theme 7. EU BUSINESS AND TRADE NEGOTIATIONS</b>	<b>3</b>	<b>3</b>	
7.1.	EU between regionalism and globalism			
7.2.	Post-Brexit trade negotiations			
7.3.	EU green deal			
	<b>Theme 8. IMPACT OF ECONOMIC INTEGRATION ON BUSINESS</b>	<b>2</b>	<b>2</b>	
8.1.	Role of NAFTA /USMCA, ASEAN, MERCOSUR			
	<b>Total:</b>	<b>30</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

<b>№</b>	<b>TYPE AND FORM OF CONTROL</b>	<b>Number</b>	<b>extracurricular, hours</b>
<b>1.</b>	<b>Midterm control</b>		
1.1.	Midterm test	<b>1</b>	<b>60</b>
1.2.	Case study	<b>1</b>	<b>60</b>
<b>Total midterm control:</b>		<b>2</b>	<b>120</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	-	-
<b>Total final term control:</b>		-	-
<b>Total for all types of control:</b>		<b>2</b>	<b>120</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. Adair, W.L and J.M. Brett Culture and negotiation process, Chapter in the Handbook of negotiation and culture, Stanford University Press, pp. 158-176, 2004
2. Elliott, K.A. The WTO and regional/bilateral trade agreements, Chapter from the Handbook of International Trade agreements, country, regional and global approaches, Routledge, pp. 17-28, 2018
3. Harkiolakis, N, Halkias, D and S. Abadir E-negotiations-networking and cross-cultural business transactions, Routledge Journals, Taylor and Francis Group, 2016
4. Oatley, Th. International political economy, 5<sup>th</sup> edition, Pearson education Inc, 2012
5. Ott, U., F. The art and economics of international negotiations: haggling meets hurrying and hanging on in buyer-seller negotiations, JIK, 1(1), pp. 51-61, 2016
6. Rudd, J.E. and D. R. Lawson Communicating in global business negotiations: a geocentric approach, 1<sup>st</sup> edition, Sage Publications, 2007
7. UN Nation and trade facilitation bodies in the world, NY, 2014
8. WTO 10 things the WTO can do, 2018

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Dhingra, S., G. Ottaviano and Th. Sampson A hitch-hiker's guide to post-Brexit trade negotiations: options and principles, Oxford Review of Economic Policy, 33 (S1), pp. 22-30, 2017
2. Dür, A. and H. Zimmermann Introduction: The EU in International trade negotiations, JCMS, 45 (11), pp. 771-787, 2007
3. Feketekuty, G. Policy development and negotiations in international trade: a practical guide to effective commercial diplomacy, Institute for trade and commercial diplomacy, Create Space Independent Publishing Platform, 2013
4. Stoler, A., P. Pedersen, S. Herreros Negotiating trade agreements for the 21<sup>st</sup> century, Serie 166, UN ECLAC, pp. 5-39, 2012