

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF FINANCE AND ACCOUNTING
DEPARTMENT OF ACCOUNTING

Adopted by the FC (record №11/25.04.2024):

Adopted by the DC (record №11/16.04.2024):

ACCEPTED BY:

Dean:

(Assos. Prof. Daniela Georgieva, PhD)

SYLLABUS

SUBJECT: „BUSINESS NEGOTIATIONS“

DEGREE PROGRAMME: Accounting; BACHELOR'S DEGREE

YEAR OF STUDY: 3; SEMESTER: 5

TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 60 hours

CREDITS: 8

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">LECTURESSEMINARS / LAB. EXERCISES	30 30	2 2
EXTRACURRICULAR	180	-

Prepared by:

1.
(Prof. Vesselina Dimitrova, PhD)
2.
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3.
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Head of department
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(Prof. Vesselina Dimitrova, PhD)

I. ANNOTATION

The course focuses on trade negotiations with their areas of agreements, communication strategies and common business objectives. The course prepares students to use negotiation strategies in order to improve their business success at European and global levels. As effective negotiators, students must acquire the knowledge and skills to analyze different trade issues and to determine the interests of each party into WTO negotiations. Upon completion of the course, students should be able to critically analyze trade policies, evaluate opportunities for political and trade negotiations, make appropriate decisions and recommendations.

*The course aims to develop **digital and technology-based competence, active citizenship and entrepreneurial competence** in students, as digital and technology-based competence helps to analyse database, active citizenship competence helps to understand the legal and socio-economic effects of trade conflicts, and entrepreneurial competence is a necessary part of expanding their skills for conducting effective trade diplomacy at different levels of negotiations.*

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
	Theme 1. FUNDAMENTALS OF TRADE NEGOTIATIONS	5	5	
1.1.	Definition of trade negotiations			
1.2.	Definition of trade diplomacy and international trade agreements			
	Theme 2. GEOCENTRIC TRADE NEGOTIATION PROCESS	5	5	
2.1.	Role of international trade			
2.2.	Levels of negotiations: technological transfer, franchising, production agreements, mergers, joint ventures			
	Theme 3. COMMUNICATION STRATEGIES IN TRADE NEGOTIATIONS. CROSS-CULTURAL SKILLS	5	5	
3.1.	Negotiation strategies			
3.2.	Trade negotiation style			
	Theme 4. DEVELOPMENT OF TRADE POLICIES	5	5	
4.1.	Role of government and business			
4.2.	Role of NGOs			
	Theme 5. ROLE OF WTO	5	5	
5.1.	From GATT to WTO			
5.2.	Settlement of trade disputes			
5.3.	Free trade agreement, regional trade agreement, trans-pacific partnership			
	Theme 6. TRADE POLICY AND POLITICAL NEGOTIATIONS	5	5	
6.1.	Lobbying			
6.2.	Trade conflicts and trade wars			
	Общо:	30	30	

III. FORMS OF CONTROL

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Project	1	50
1.2.	Case study	1	30
1.3.	Presentation	1	30
Total midterm control:		3	110
2.	Final term control		
2.1.	Examination (test)	1	70
Total final term control:		1	70
Total for all types of control:		4	180

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

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

RECOMMENDED (ADDITIONAL) LITERATURE:

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