

#### DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course leader	Darija Korkut, M.Sc. Engl.	
Name of the course	Negotiation and Selling Skills	
Study program	Professional Short Study Entrepreneurship	
Course status	Compulsory	
Year	Second year	
Point value and method of teaching	ECTS student load coefficient	7
	Number of hours (L+E+S)	(30+45+0)

DESCRIPTION OF THE COLLEGE
1.1. Objectives of the college
<p><i>Students are expected to develop:</i></p> <p><i>a) General Competencies:</i></p> <p><i>Understand the fundamental principles of negotiation.</i></p> <p><i>Apply procedural steps in negotiation situations using communication skills in verbal and non-verbal forms.</i></p> <p><i>Avoid common mistakes and pitfalls in negotiation.</i></p> <p><i>Develop communication and presentation skills necessary for modern entrepreneurs.</i></p> <p><i>Apply knowledge for successful management of work teams and meetings.</i></p> <p><i>b) Specific Competencies:</i></p> <p><i>Develop effective strategies and tactics in given negotiation/sales situations.</i></p> <p><i>Understand and interpret elements of the seller's negotiation tactics.</i></p> <p><i>Analyze relationships between negotiating parties and their progress towards achieving defined goals.</i></p> <p><i>Recognize functional and dysfunctional forms of conflict in negotiation.</i></p> <p><i>Apply acquired knowledge and skills to enhance and implement a creative approach in challenging negotiation/sales situations.</i></p> <p><i>Identify key concepts important for the development of communication and presentation skills as an integral part of business processes and relationships.</i></p> <p><i>Develop the skill of a successful negotiator.</i></p>
1.2. Conditions for course enrollment
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1.3. Expected learning outcomes for the course

***Students should be able to:***

- 1. Identify negotiation strategies and methods.***
- 2. Differentiate negotiation approaches according to different personalities and cultures.***
- 3. Prepare a negotiation approach and plan considering the context, relationships, and negotiation situation.***
- 4. Analyze a sales situation.***
- 5. Devise a sales process example using advanced sales techniques while avoiding manipulative tactics and errors.***
- 6. Design a communication strategy and adequate ways of presenting with the use of innovative presentation software and platforms.***

#### **1.4. Course content**

Nature of Negotiation  
Purpose and Objectives of Negotiation  
Strategies and Methods of Distributive Bargaining  
Characteristics of Distributive Bargaining  
Key Methods in Distributive Bargaining  
Range of Bargaining  
Strategies and Methods of Integrative Negotiation  
Identification of Integrative Negotiation Strategies  
Key Methods in Integrative Negotiation  
Process of Integrative Negotiation  
Characteristics of Integrative Negotiation  
Negotiation: Strategies and Planning  
Defining Negotiation Goals  
Determining Negotiation Strategies and Methods  
Planning for Negotiation  
Negotiation Subprocesses  
Perception, Cognition, and Emotions, Communication  
Acquisition and Use of Power in Negotiation  
Persuasion Techniques - Influence and Persuasion in Negotiation  
Ethics in Negotiation  
Negotiation Context  
Relationships in Negotiation  
Representatives, Parties, Audience  
Coalitions  
Multiple Parties and Teams  
Diversity in Negotiating Circumstances and Situations  
Individual Differences  
Gender and Negotiation  
Persolog® Personality Model (DISC)  
Personality and Abilities  
International and Intercultural Negotiation  
Negotiation Strategies in an International Environment  
Preparing for Negotiation in an Intercultural Environment  
Overcoming Disagreements  
What to Do When Negotiations Reach an Impasse?  
Conducting Negotiations When Parties Have Different Negotiating Approaches  
Resolving Tough Negotiations by Involving a Third Party

Recognizing Suspicious/Manipulative Tactics							
Preparation for Sales Negotiations							
"12.5 RED PRINCIPLES OF MAGNIFICENT SALES"							
Seller's Negotiation Tactics							
Buyer's Negotiation Tactics							
Communication of the Modern Entrepreneur							
Assertiveness, Credibility, and Rationality							
Internal Communication							
Team and Intersectoral Communication – How to Effectively Lead a Meeting?							
Communication with "Difficult" Individuals – Conflict							
Presentation Skills							
Stage Fright, Fear, and Confidence							
Visual Aids							
Business Image							
1.5. <i>Types of teaching</i>				<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance education <input type="checkbox"/> field work		<input type="checkbox"/> independent tasks <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> mentoring work <input type="checkbox"/> the rest _____	
1.6. <i>Obligations of students</i>							
<p><i>The obligations of students are prescribed in detail in the Statute, the Rules of Study and the Instructions on Student Obligations. The key obligations of students are:</i></p> <p><i>ATTENDANCE AT CLASSES: students have an obligation to attend classes, actively monitor lectures and exercises, and participate constructively in classes, and in order to acquire the right to sit for the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, his attendance at classes is recorded through the Infoeduk digital attendance system. The minimum obligations are;</i></p> <ul style="list-style-type: none"><li><i>• Full-time students must attend at least 70% of the total number of hours of classes in order to exercise the right to sign.</i></li><li><i>• Part-time students must attend at least 50% of the total number of hours of classes in order to exercise the right to sign.</i></li></ul> <p><i>EXAMINATION: In order to obtain a positive grade in the subject, it is necessary to obtain at least 54 points from the subject, but also at least 50% points for each learning outcome. The method of taking the exam is described in more detail in the section Assessment and evaluation of students' work during classes and on the final exam.</i></p> <p><i>CLASS ACTIVITY: Discussion and interactivity, group work, solving practical tasks, homework</i></p> <p><i>PRACTICAL WORK: Creation of a practical team task on the topic of designing an example of a sales process using advanced sales techniques.</i></p> <p><i>FINAL PROJECT: Preparation, creation and presentation of a project assignment that checks the practical application of understanding, knowledge and skills in the implementation of business ethics using innovative presentation software and platforms.</i></p>							
1.7. <i>Monitoring of students' work (add X next to the appropriate form of monitoring)</i>							
Class attendance	X	Class activity	X	Seminar work		Experimental work	

Written exam	X	Oral exam		Essay		Research	
Project	x	Continuous verification of knowledge		Report		Practical work	X
Portfolio							

#### 1.8. Assessment and evaluation of student work during classes and at the final exam

*Assessment and evaluation of students' work during classes and at the final exam is carried out based on the Study Regulations of the EFFECTUS University.*

*Lectures, exercises, continuous knowledge testing (interim exams, project, activity in class, practical work) and exam are conducted for more efficient progress of students in classes. In this way, students adopt smaller teaching units and master the course material more easily.*

*The total number of points is distributed through the following activities:*

##### *Assessment Structure and Student Engagement*

*The course is designed to evaluate students' theoretical knowledge and practical skills through a combination of written exams, interactive participation, and project-based learning. The total ECTS credit allocation is 7, with different assessment components contributing to the final grade.*

##### *Class Attendance*

- *ECTS Credits: 2*
- *Learning Outcomes: 1 - 6*
- *Student Activity: Participation in lectures and exercises*
- *Assessment Method: Student attendance record*
- *Maximum Points: 0*

##### *Midterm Exams*

- *ECTS Credits: 1.5*
- *Learning Outcomes Covered: 1, 2, and 4*
- *Student Activity:*
  - *Midterm Exam 1 (MI1): Written exam with essay-based questions on a given topic (covers learning outcomes 1 and 2)*
  - *Midterm Exam 2 (MI2): Individual practical tasks (covers learning outcome 4)*
- *Assessment Method:*
  - *Midterm Exam 1: Maximum 32 points (16 points per learning outcome)*
  - *Midterm Exam 2: Maximum 16 points (16 points for learning outcome 4)*
- *Total Possible Score: 48 points*

##### *In-Class Participation*

- *ECTS Credits: 0.5*
- *Learning Outcomes Covered: 1 - 2*
- *Student Activity:*
  - *Discussions and interactivity*
  - *Group work*
  - *Solving practical tasks*
  - *Homework assignments*
- *Assessment Method: Maximum 4 points (2 points per learning outcome)*

##### *Practical Work*

- *ECTS Credits: 2*
- *Learning Outcomes Covered: 3 and 5*
- *Student Activity: Team-based practical task on designing a sales process model using advanced sales techniques*
- *Assessment Method:*
  - *Learning Outcome 3: Maximum 16 points*
  - *Learning Outcome 5: Maximum 16 points*
- *Total Possible Score: 32 points*

##### *Final Project*

- *ECTS Credits: 1*
- *Learning Outcome Covered: 6*
- *Student Activity:*
  - *Preparation, development, and presentation of a project*
  - *Demonstration of practical application of business ethics using innovative presentation software and platforms*
- *Assessment Method:*
  - *Learning Outcome 6: Maximum 16 points*

*Total ECTS and Grading Distribution*

- *Total ECTS Credits: 7*
- *Overall Maximum Score: 100 points*

*\*FINAL EXAM - a student who, during the continuous assessment of knowledge, did not meet the requirements for passing the exam (achieved a total of at least 54 points in the course and met the lower point threshold for acceptance of each learning outcome, i.e. a minimum of 50% points for each learning outcome), can take the learning outcomes of the course in the final exam. On the final exam, it is possible to get a maximum of 96 points (100 – class activity 4 points = 96 points). The student can get additional points on the Challenge learning outcome.*

*In the Negotiation and sales skills course, the following assessment methods are used to check students' knowledge, i.e. the level of adoption of learning outcomes:*

*- Exam in the form of an essay on a given topic (outcomes 1 and 2): essay-type questions check the adoption of theoretical concepts related to negotiation and sales skills: the nature of negotiation, strategies, methods and tactics of negotiation and sales, context and principles of negotiations and sales, and various circumstances of negotiation and sales situations.*

*- Individual practical tasks (outcome 4), team practical task (outcomes 3 and 5) and team project (outcome 6): the tasks and the project check the practical application of knowledge, understanding and negotiation and sales skills in the given field of application and the communication and presentation skills necessary for a modern entrepreneur.*

<b>NAME OF THE LEARNING OUTCOME</b>	<b>INTERMEDIATE EXAM/EXAM</b>	<b>CLASS ACTIVITY</b>	<b>PRACTICAL WORK</b>	<b>FINAL PROJECT</b>	<b>TOTAL</b>
OUTCOME 1	16	2	0	0	18
OUTCOME 2	16	2	0	0	18
OUTCOME 3	0	0	16	0	16
OUTCOME 4	16	0	0	0	16
OUTCOME 5	0	0	16	0	16
OUTCOME 6	0	0	0	16	16
<b>TOTAL</b>	<b>48</b>	<b>4</b>	<b>32</b>	<b>16</b>	<b>100</b>

**EVALUATION:**

*To achieve a positive grade in the course, the student must cumulatively fulfill two conditions: achieve a total of at least 54 (fifty-four) points in the course and meet the lower point threshold for acceptance of each individual learning outcome, which is 50% of the total points of the learning outcome.*

*Grades are calculated based on the following distribution of points:*

<i>NUMBER OF POINTS</i>	<i>GRADE</i>
<i>0,00 – 53,90</i>	Unsufficient (1)
<i>54,00 – 64,90</i>	Sufficient (2)
<i>65,00 – 79,90</i>	Good (3)
<i>80,00 – 89,90</i>	Very Good (4)
<i>90,00 i više</i>	Excellent (5)

*The assessment is carried out in a transparent way by collecting points. The subject is evaluated with 100.00 points (with the possibility of obtaining an additional 8 points on the Challenge learning outcome).*

*CHALLENGE LEARNING OUTCOME - the student through the Challenge learning outcome has the opportunity to obtain an additional maximum of 8 points; the student independently chooses one of the activities proposed in the first lesson, and has the option to independently propose an activity with which he wants to increase the number of points and, with the consent of the subject holder, achieves them according to the criteria of the subject. The points for the Challenge learning outcome are not distributed according to the learning outcomes, but the achieved number constitutes an additional number of points to the total number of points achieved according to the learning outcomes.*

*Before taking the final written exam, each student must meet the prescribed conditions, which primarily means that they have attended the % of classes determined by the Study Regulations and that they have received an electronically coded permit to take the exam.*

**1.9. Mandatory literature and the number of copies in relation to the number of students currently attending classes in the course**

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
<i>Tomašević Lišanin, M., Kadić-Maglajlić, S., Drašković, N. (2019) Principles of sales and negotiation. Zagreb: Faculty of Economics, University of Zagreb; Tomašević Lišanin, Marija (ed.)</i>	<i>50</i>	<i>50</i>

**1.10. Supplementary literature**

Tomašević Lišanin, M. (2010) Professional sales and negotiation, HUPUP

Španjol Marković, M. (2016) The power of persuasion - a manual for public speaking and business presentation, Ciceron Communications

Tudor, G. (2009) BIG BUSINESS NEGOTIATIONS, TIPS & TACTICS, On the Foundations of a Principled Negotiation Strategy, M.E.P.

Lewicki, R. J., Saunders, D. M., Barry, (2009) NEGOVARANJE, MATE d.o.o.

Siedel, G. (2018) NEGOTIATING TO SUCCESS - Key strategies and skills, MATE d.o.o.

Gitomer, J. (2007) The Little Red Book of Selling - 12.5 Principles of Magnificent Selling (How to Sell Successfully FOREVER)

Antolović, K., Sviličić, N. (2020) Communication skills: Verbal and non-verbal persuasive techniques, K & K Promotion

*1.11. Methods of quality monitoring that ensure the acquisition of output knowledge, skills and competences*

- *Statistical processing and analysis of exam results (checking for Gaussian curve/normal distribution of success, comparing and tracking exam results across different cohorts, analyzing understanding of individual modules/questions on the exam, etc.),*
- *Conducting surveys among students,*
- *Evaluation and self-assessment of instructors,*
- *Achieved results and level of knowledge demonstrated during the preparation and defense of the final thesis (for students who choose a thesis in this subject),*
- *Analysis of quality center manager reports,*
- *Feedback from graduates on the usefulness of the content of this subject in their professional activities.*