

DESCRIPTION OF THE COLLEGE

GENERAL INFORMATION		
Course Holder	Doc.dr.sc. Natalia Tutek	
Name of the College	Negotiation and Selling Skills	
Study program	Professional Short Study in Entrepreneurship	
Status of the College	Required	
Code	PPV-P-24	
Year	2.	
Point value and method of teaching	ECTS Student Workload Coefficient	7
	Number of hours (P+V)	30+45

DESCRIPTION OF THE COLLEGE
1.1. <i>Objectives of the course</i>
<i>Students are expected to develop:</i> <i>(a) general competences.</i> • <i>understand the basic principles of negotiation</i> • <i>apply process steps in a negotiation situation using communication skills in verbal and non-verbal form</i> • <i>avoid the most common mistakes and pitfalls of negotiation</i> • <i>develop communication and presentation skills necessary for a modern entrepreneur</i> • <i>apply knowledge for successful management of work teams and meetings.</i> <i>(A) Specific competencies.</i>

- *develop effective strategies and tactics in given negotiation/sales situations*
- *Know and interpret the elements of the seller's negotiation tactics*
- *analyse the relations between the negotiating parties and their progress towards achieving the defined objectives*
- *Identify functional and dysfunctional forms of conflict in negotiation*
- *apply the acquired knowledge and skills to improve and implement a creative approach in difficult negotiation/sales situations*
- *identify key concepts important for the development of communication and presentation skills as an indispensable part of business processes and relationships*
- *develop the skill of a successful negotiator.*

1.2. *Requirements for enrolment in the course*

/

1.3. *Expected learning outcomes for the course*

Students should be able to:

1. Identify strategies and methods of negotiation.
2. Differentiate between ways of negotiating according to different personalities and cultures.
3. Prepare a negotiation approach and negotiation plan with regard to the context and relations in the negotiation and the negotiation situation.
4. Analyze the sales situation.
5. Design an example of a sales process by applying advanced sales techniques and avoiding manipulative tactics and mistakes.
6. Design a communication strategy and adequate ways of presenting with the use of innovative presentation software and platforms.

1.4. *The content of the course*

Nature of the negotiation

Aim and purpose of negotiation

Strategies and methods of distributive guessing

Characteristics of distributive guessing

Key Methods in Distributive Guessing

Guessing range

Strategies and Methods of Integrative Negotiation

Identifying an Integrative Negotiation Strategy

Key Methods in Integrative Negotiation

Integrative negotiation process

Characteristics of integrative negotiation

Negotiation: strategies and planning

Defining the objective of the negotiations

Determining the strategy and methods of negotiation

Planning negotiations

Negotiation subprocesses

Perception, cognition and emotions, communication

Acquiring and using power in negotiation

Persuasion Techniques - Influence and Persuasion in Negotiation

Ethics in negotiation

Context of the negotiation

Relations in negotiation

Representatives, parties, audience

Coalitions

Multiple Parties and Teams

Diversity of negotiating circumstances and situations

Individual differences

Gender and negotiation

Persologist® Personality Model (DISC)

Personality and abilities

International and intercultural negotiation

Negotiation strategies in the international environment

Preparing negotiations for an intercultural environment

Overcoming disagreements

What to do when negotiations reach a dead end?

Negotiation when the parties have different approaches to negotiation

Resolving difficult negotiations by involving a third party

Identifying suspicious/manipulative tactics

Preparation for sales negotiations

"12.5 RED PRINCIPLES OF MAGNIFICENT SALES"

Seller Negotiation Tactics

Buyers' negotiation tactics

Communication of the modern entrepreneur Assertiveness, credibility and rationality Internal communication Team and Cross-Sectoral Communication – How to Run a Meeting Effectively? Communication with "difficult" people – conflict Presentation skills Stage fright, fear and self-confidence Aids Business image		
1.5. <i>Types of teaching</i>	☒ Lectures ☐ Seminars and workshops ☒ Exercises ☐ Distance education ☐ Field Teaching	☒ Independent tasks ☐ Multimedia & Network ☐ Laboratory ☐ mentoring work ☐ other _____
1.6. <i>Obligations of students</i>		
<i>Student obligations are prescribed in detail by the Statute, the Study Regulations and the Instructions on Student Obligations. The key obligations of students are:</i> <i>ATTENDANCE AT CLASSES: students are obliged to attend classes, actively follow lectures and exercises and participate constructively in classes, and in order to acquire the right to take the exam, it is necessary to attend classes in the percentages prescribed by the Study Regulations. For each student, their presence in class is recorded through the Infoeduka digital office system. The minimum commitments are;</i> <i>Full-time students must attend at least 70% of the total number of classes to be eligible to sign.</i> <i>Part-time students need to attend at least 50% of the total number of teaching hours to be eligible to sign.</i> <i>EXAM: In order to achieve a positive grade in a subject, it is necessary to achieve at least 54 points in the subject, but also at least 50% of points for each learning outcome. The method of taking the exam is described in more detail in the item Assessment and evaluation of students' work during classes and at the final exam.</i> <i>TEACHING ACTIVITY: Discussion and interactivity, group work, solving practical tasks, homework</i> <i>PRACTICAL WORK: Creating a practical team task on the topic of designing an example of a sales process using advanced sales techniques.</i> <i>FINAL PROJECT: Preparation, development and presentation of a project assignment that tests the practical application of understanding, knowledge and skills of implementing business ethics by applying innovative presentation software and platforms.</i>		

1.7. Monitoring of student work (add X with the appropriate form of monitoring)

Attendance	X	Teaching activity	X	Term paper		Experimental work	
Written exam	X	Oral exam		Essay		Research	
Design	X	Continuous assessment of knowledge		Paper		Practical work	X
Portfolio							

1.8. Assessment and evaluation of students' work during classes and at the final exam

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

In order to improve the effective progress of students in teaching, lectures, exercises, continuous testing of knowledge (intermediate exams, project, teaching activity, practical work) and an exam are carried out. In this way, students acquire smaller teaching units and master the subject material more easily.

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

Activity	ECTS credits	Learning outcomes	Student activity	Valuation method	Maximum number of marking points*
<i>Attendance</i>	<i>2</i>	<i>1-6</i>	<i>Participation in classes - lectures and exercises</i>	<i>Student attendance records</i>	<i>0</i>
<i>Intermediate exams</i>	<i>1,5</i>	<i>1, 2 and 4</i>	<i>Participation in the written examination with questions of various types: MI1: Written exam with questions in the form of an essay on a given topic (outcomes 1 and 2); MI2: Individual Practical Tasks (Outcome 4)</i>	<i>Intermediate exam 1 – max. 32 points (max. 16 points per outcome) Intermediate exam 2 – max. 16 points (max. 16 points per outcome)</i>	<i>48</i>

<i>Class Activity</i>	<i>0,5</i>	<i>Outcomes 1-2</i>	<i>Discussion and interactivity, group work, solving practical tasks, homework</i>	<i>Max. 4 points (2 points for outcome 1 and 2 points for outcome 2)</i>	<i>4</i>
<i>Practical work</i>	<i>2</i>	<i>Outcome 3 and 5</i>	<i>Creating a practical team task on the topic of designing an example of a sales process using advanced sales techniques</i>	<i>Outcome 3 – max. 16 points Outcome 5 – max. 16 points</i>	<i>32</i>
<i>Final project</i>	<i>1</i>	<i>Outcome 6</i>	<i>Preparation, creation and presentation of a project assignment that tests the practical application of understanding, knowledge and skills of implementing business ethics by applying innovative presentation software and platforms.</i>	<i>Outcome 6 – max. 16 points</i>	<i>16</i>
Total	7	/	/	/	100

**FINAL EXAM – a student who has not met the conditions for passing the exam during the continuous examination (has achieved a total of at least 54 points in the course and met the lower point threshold for the acquisition of each learning outcome, i.e. at least 50% of the points of each learning outcome), may take the learning outcomes of the course at the final exam. At the final exam, it is possible to achieve a maximum of 96 points (100 – activity in class 4 points = 96 points). A student can receive additional points on the Challenge learning outcome.*

*In the course **Negotiation and Sales Skills** , the following assessment methods are used to test students' knowledge, i.e. the level of acquisition of learning outcomes:*

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

- Individual practical tasks (Outcome 4), team practical task (Outcomes 3 and 5) and team project (Outcomes 6): the tasks and the project test the practical application of knowledge, understanding and skills of negotiation and sales in a given field of application, as well as communication and presentation skills necessary for a modern entrepreneur.

NAME OF LEARNING OUTCOMES	INTERMEDIATE EXAM/EXAM	CLASS ACTIVITY	PRACTICAL WORK	FINAL PROJECT	TOTAL
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
TOTAL	48	4	32	16	100

JUDGING:

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

Grades are calculated based on the following distribution of points:

NUMBER OF POINTS	RATING

0,00 – 53,90	Insufficient (1)
54,00 – 64,90	Sufficient (2)
65,00 – 79,90	Good (3)
80,00 – 89,90	Very Good (4)
90.00 and more	Excellent (5)

The evaluation is carried out in a transparent manner by collecting points. The course is valued with 100.00 points (with the possibility of achieving an additional 8 points on the Challenge learning outcome).

CHALLENGE LEARNING OUTCOME - the student has the opportunity to earn an additional maximum of 8 points through the Challenge learning outcome; The student independently chooses one of the activities proposed in the first lesson, and has the opportunity to independently propose an activity by which he wants to increase the number of points and, with the consent of the course holder, achieves them according to the criteria of the subject. Points for the Challenge learning outcome are not distributed according to the learning outcomes, but the number achieved is 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 encrypted permission to take the exam.

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

Title	Number of copies	Number of students
Tomašević Lišanin, M., Kadić-Maglajlić, S., Drašković, N. (2019) Principles of Sales and Negotiation. Zagreb: Faculty of Economics and Business, University of Zagreb; Tomašević Lišanin, Marija (ed.)	50	50

1.10. Supplementary literature

Title		
-------	--	--

<i>Tomašević Lišanin, M. (2010) Professional Sales and Negotiation, HUPUP</i>		
<i>Španjol Marković, M. (2016) The Power of Persuasion - A Manual for Public Speaking and Business Presentation, Cicero komunikacije</i>		
<i>Tudor, G. (2009) BIG BUSINESS NEGOTIATIONS, TIPS & TACTICS, On the Basis of a Principled Negotiation Strategy, M.E.P.</i>		
<i>Lewicki, R. J., Saunders, D. M., Barry, (2009) NEGOTIATION, MATE Ltd.</i>		
<i>Siedel, G. (2018) NEGOTIATING FOR SUCCESS - Key Strategies and Skills, MATE d.o.o.</i>		
<i>Gitomer, J. (2007) The Little Red Book of Sales – The 12.5 Principles of Magnificent Sales (How to Sell Successfully FOREVER)</i>		
<i>Antolović, K., Sviličić, N. (2020) Communication Skills: Verbal and Nonverbal Persuasive Techniques, K & K Promotion</i>		
<i>1.11. Quality monitoring methods that ensure the acquisition of output knowledge, skills and competences</i>		
• <i>statistical processing and analysis of exam results (verification of the Gaussian curve – normal distribution of performance, comparison and monitoring of exam results of different generations, analysis of understanding of individual modules/questions on the exam, etc.),</i> • <i>conducting a survey among students,</i> • <i>evaluation and self-evaluation of teachers,</i> • <i>achieved results, level of understanding and knowledge during the preparation of the seminar paper,</i> • <i>the achieved results and the level of knowledge presented during the preparation and defense of the final thesis (of students who choose the graduate thesis in this subject),</i> • <i>analysis of the reports of the head of the quality center, and</i> • <i>Feedback from students who have already graduated about the usefulness of the content of this course in the performance of the tasks they are engaged in.</i>		