

NAME OF THE COURSE		BUSINESS NEGOTIATION				
Code	EUBB17	Level of study	graduate			
Course teacher	Mirela Mihić, PhD, Full Professor Ivana Kursan Milaković, PhD, Assistant professor Ljiljana Najev Čačija, PhD, Assistant professor	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Optional	Percentage of application of e-learning	20%			
COURSE DESCRIPTION						
Course objectives	The objective of this course is to introduce students with communication and sales skills, negotiating techniques and tactics and to enable them to master and apply them in a given business environment. Students will be able to apply the adequate approaches and methods in specific sales process phases in order to adjust the sales performance to customer (or group of customers) and create / build a good relationship with them.					
Course enrolment requirements and entry competences required for the course	Regulated by The Statute of Faculty of Economics, University of Split, as well as the Study Regulations. Knowledge of basic Microsoft Office programs.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Learning outcome of the course: Analyze communication and sales skills as well as frequently used negotiation tactics and connect them to the given business and life situations.</p> <p>Individual Learning Outcomes:</p> <ol style="list-style-type: none"> 1. Assess the appropriate behavior of sales staff based on identified communication skills / customer styles / barriers in communication; 2. Analyze used approaches and methods in certain stage of the sales process in order to adjust the sales performance of the customer /group of customers. 3. Identify negotiating tactics of counterparty/other party with the purpose of an efficient response to the same. 4. Identify important factors affecting cross cultural negotiation. 					
Course content broken down in detail by weekly class schedule (syllabus)						
	Lectures	Hours	Exercises	Hours		
	An Introduction to the Concept of Personal Selling. Introduction to the work mode. The role, duties and importance of modern salesperson. Myths about selling profession.	2	Introduction to project assignment – purpose, objectives and methods	2		
Communication Process. Verbal Communication. Listening skills. Barriers to Effective Communication.	2	Assigning the project themes and their explanation	2			

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	Nonverbal Communication.	2	Nonverbal communication – interpretation of nonverbal signals and response to the same	2
	The Basic Communication Styles.	2	Determine own and collocutor communication style.	2
	Preparation for Successful Selling. Identifying Potential Customers - Prospecting. Approaching the Prospect.	2	Identifying potential customers - prospecting. Approaching the prospect.	2
	Selling by Telephone.	2	Selling by telephone. Presentation of project assignment 1 and discussion.	2
	Problem Recognition - Asking Questions.	2	Problem recognition - asking questions. Presentation of project assignment 2 and discussion.	2
	The Presentation.	2	The presentation phase (part 1). Presentation of project assignment 3 and discussion.	2
	Handling Objections.	2	The presentation phase (part 2). Presentation of project assignment 3 (continuation) and discussion.	2
	Closing and Confirming the Sale.	2	Handling objections. Presentation of project assignment 5 and discussion.	2
	Follow-Up or Servicing the Sale. Stress Management	2	Closing and confirming the sale. Presentation of project assignment 6 and discussion.	2
	The Basics of Negotiation. Practical Suggestions for Successful Negotiation. Strategy and Negotiation Tactics. How to Negotiate if the Other Side Plays by Different Rules.	2	Follow-up or servicing the sale. Stress management. Presentation of project assignment 6 (continued) and 7 and discussion.	2
	Negotiating with foreign business partners. Project paper presentations with feedback/comments.	2	. How to negotiate if the other side plays by different rules. Project paper presentations with feedback/comments.	2
	Format of instruction	<input type="checkbox"/> <u>lectures</u> <input type="checkbox"/> seminars and workshops <input type="checkbox"/> <u>exercises</u> <input type="checkbox"/> <i>on line</i> in entirety <input type="checkbox"/> <u>partial e-learning</u> <input type="checkbox"/> field work		<input type="checkbox"/> <u>independent assignments</u> <input type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> business expert/guest lecture

Student responsibilities	To attain a signature, a regular student must attend 60% of lectures and 60% of exercises (compensation is not an option), complete evaluation assignments (minimally 2 of them) and 50% of the project assignment that was positively graded.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1.6	Research		Practical assignments/evaluation tests	0.2
	Experimental work		Report		Class participation	
	Essay		Seminar essay		(Other)	
	Tests	1.9	Oral exam		(Other)	
	Written exam	1.9*	Project	1.3	(Other)	
Grading and evaluating student work in class and at the final exam	<p>The exam consists of a written part and a group project assignment and its oral presentation. The number of students in the group is determined by the teacher. The project will consist of several parts (7 project assignments), that will be elaborated continuously during the semester. Certain parts will be presented/discussed continuously in exercise part of the class, while the final presentation (two phases of the sales process chosen by teacher) will be held during lectures.</p> <p>During the semester, two midterm exams will be organized. Student must pass midterm exam 1 (with sufficient number of points/%) in order to approach midterm exam 2.</p> <p>The exam is passed if the student:</p> <ul style="list-style-type: none"> - achieved at least sufficient grade score from written exams (minimum 50% for each midterm exam) - submitted a project paper (plan proposal) at the end of the semester and achieved positive grade with respect to all project parts. - actively participated in project tasks presentations (which were graded at least sufficient) <p>The overall grade will be based on grades of midterm exam 1 and 2 and project paper in ratio: 30% (midterm exam 1): 30% (midterm exam 2): 40% (project paper; where 30% is related to project paper – analysis of sales process stages and 10% is related to its presentation).</p> <p>The (%) thresholds and the corresponding grades for written tests are: 0-49 insufficient (1) 50-62 sufficient (2) 63-75 good (3) 76-88 very good (4) 89-100 excellent (5)</p> <p>*If the student does not pass midterm exams, he or she must take the written exam. If the student achieves a total score between the two positive grades (e.g. between 3 and 4), higher grade is final if students' % of class attendance is 77% or higher. Students with class attendance lower than 77% must approach to oral exam for higher grade.</p>					
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media	
	Mihčić, M., <i>Upravljanje osobnom prodajom: Vještine prodaje i pregovaranja</i> , Sveučilište u Splitu, Ekonomski fakultet, prosinac 2008.			10	-	
	Futrell, Ch., Agnihotri, R., et al., <i>ABCs of Relationship Selling Through Service</i> , McGraw-Hill Education, 2020.			2	yes	
Materials provided during the lectures, 2021				Moodle		

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Optional literature (at the time of submission of study programme proposal)	<p>Books: Manning G.L., Ahearne, M., Reece, B. L., <i>Selling Today: Partnering to Create Value</i>, 14th, Pearson, 2017. Tomašević Lišanin, M., <i>Profesionalna prodaja i pregovaranje</i>, HUPUP, Zagreb, 2010. Mihić, M., <i>Kroskulturno ponašanje potrošača i marketinška komunikacija (Chapter: Kroskulturno pregovaranje u prodaji)</i>, 2010., Ekonomski fakultet u Splitu, 2010. Pease, A., Pease, B., <i>The Definitive Book of Body Language: The Secret Meaning Behind People's Gestures</i>, 2006</p> <p>Other sources: Kulturološke razlike u poslovnim protokolima, 2018 https://www.mirakul.hr/blog/kulturoloske-razlike-poslovnim-protokolima How to Read Body Language: 10 Ways to Recognize Nonverbal Cues - 2021 - MasterClass https://www.masterclass.com/articles/how-to-read-body-language#5-ways-to-read-positive-body-language News/articles from portal/journal Poslovni dnevnik (www.poslovni.hr) News/articles from portal Liderpress(www.liderpress.hr) Internet pages that contain information/guides to business customs and etiquette; e.g. Kwintessential (www.kwintessential.co.uk/resources/guides/)</p>
Quality assurance methods that ensure the acquisition of exit competences	<p>Evaluation of student obligations' fulfillment (course teacher) Teaching supervision (vice dean for education) Studying successfulness analysis across all courses (vice dean for education) Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement center) Exam, conducted by the course teacher, covering all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean for education)</p>
Other (as the proposer wishes to add)	