

SYLLABI

Basic data of module	
Academic Unit:	Faculty of Management, Program: Enterprise and Innovation Management
The name of the subject which you lecture	Negotiation and communication in business
Level :	Master
Status	Election
Year:	II
Semester:	III
Number of hours :	4
ECTS:	4
Time /location:	
Lecturer (title/name):	
Contact details (e mail/phone of the lecturer):	
Subject description	
Subject description	The literature used includes topics that identify: The importance of negotiation and the role of communication in business success, The role of negotiation in business, The importance of the negotiator in business success, Negotiation skills for success, Negotiation techniques, The purpose of business negotiations, Negotiations knowing yourself, Negotiations and intercultural difficulties, The importance of communication in business, The role of communication for the business success of the company, The impact of the Internet on business communication, Obstacles in business communication, The flow of communication in the company, The process of communication, Hierarchy in communication as a determinant of success in the enterprise, Actions to improve communication.
The aim of the subject:	The purpose of the module is for students to develop as professionals in the business field by acquiring negotiation and communication skills in their work in the company, aiming to increase negotiation skills to prevail professionally in a strong competition in business development environments. The module enables students to be competent to negotiate and carry out business communications for the benefit of the company they represent with the aim of business sustainability in a free market economy.
Expected of the learning outcomes:	Upon successful completion of the module, the student: <ul style="list-style-type: none"> • Develops advanced negotiation skills, • Formulates negotiation strategies, • Identifies the best technique for negotiation, • Choose and interpret the way of negotiation, • Select communication channels, • Analyzes the necessary information for communication, • Builds professional competences for negotiation and communication in business.
The segregated students overload (must correspond with the learning outcome)	

Activities	Hours	Days/weeks	Total
Lectures	3	15	45
Theoretical exercises / laboratory	1	15	15
Internship			
Contacts with teacher / consultations			
Field exercises			
Midterm, Test			
Homework	1	4	4
Studying (at the library or at home)			25
Final preparation for the exam	1	4	4
Time spent on evaluation (tests, quiz and final exam)	2	1	2
Projects and presentations	1	5	5
Total			100

Teaching methodology and learning methodology	<p>The lecture will be coordinated with the students for interactive discussions related to the topics taught, the lesson being based on a problem presented with the student in the center, the opinion of the students will be heard on the literature that will be used, on the way of organizing the lecture , will be discussed in the group, consideration of the possibility for a practical-group visit with students, the presentation of students' projects/works - as well as discussions related to the processed material.</p>
Evaluation method (criteria to pass exam)	<p>Evaluation and construction of the final grade:</p> <ol style="list-style-type: none"> <p>1. Activity and engagement in learning - is evaluated with 20 points out of 100 possible points,</p> <p>Activity in learning - means that the student is active and involved in interactive discussions between professors-students, students-students, opening new topics that are related to the subject, giving ideas, opinions, critical thoughts in order to stimulate the debate during lectures.</p> <p>Commitment - means that the student performs and presents the tasks that are assigned at the end of each lecture and then discussed at the beginning of the next lecture.</p> <p>2. Drafting and presentation of a assignment, project / seminar paper is evaluated with 20 points out of 100 possible points,</p> <p>Within the semester, the student must prepare a research project/seminar paper (Word and PowerPoint), the same project/paper must be presented during the hours designated for presentation.</p> <p>The topic of the thesis can be proposed by the professor and by the student - the topic proposed by the student must be approved by the professor, and the same must be in full correlation with the subject.</p> <p>3. The final exam test is evaluated with 60 points out of 100 possible points,</p> <p>After the completion of the course lectures, the student will undergo the final exam test, the exam is organized in the exam deadlines that are</p>

	<p>determined by the University statute.</p> <p>The purpose of the exam is to assess the student's knowledge, skills, dexterity and competencies, related to the learning outcomes for the material of the lectured course.</p> <p>The exam test (form with questions) must be completed individually by the student, and it contains:</p> <ul style="list-style-type: none"> • objective questions will be used to assess the student's ability to recall and recognize concepts and course material, • subjective written questions for which the student himself must be able to give answers related to the material of the lectured subject, the same answers will be used to evaluate the student's understanding and abilities to apply the knowledge gained in the analysis, synthesis, and evaluation of the problem. <p>Students, after taking the exam, will build the final grade:</p> <ul style="list-style-type: none"> • max 20 points - activity and engagement in learning, • max 20 points - design and presentation of the assignment, project, paper/research., • max 60 points - final exam, <p>The student passes the exam if he collects 50 points from all evaluation criteria.</p>
The teaching/learning tools/ IT	Using the chart, Internet, wireless, computer, projector, powerpoint.
The distribution of the theoretical and practical part of the studies	70% 30%
Literature	
Basic literature	<ol style="list-style-type: none"> 1. Pervez N. Ghauri, Ursula F. Ott, Hussain G. Rammal - "International Business Negotiations", 2020, Cheltenham, London, UK, 2. Mrika Kotorri – "Komunikimi ne Biznes", 2016, Prishtine, 3. Ismail Mehmeti – "Negocimi dhe komunikimi ne biznes", Ferizaj 2023 (Ligjërata e autorizuar),
Additional literature	<ol style="list-style-type: none"> 1. Vasil Naçi - "Arti i negocimit", 2023, Tirane,
The teaching/learning plan	
Week	Lecture units
I	<p>Presentation - informing students of the course syllabus, The importance of negotiation and the role of communication in the business success of the business,</p> <p>It is an introductory lecture, the students are informed of the course syllabus, the tasks and commitments for the project/work during the semester are discussed, it begins with a comprehensive lecture on the importance of negotiation in business and the role of communication in the success of the enterprise.</p> <p>Expected result no. 1.</p>
II	<p>The role of negotiation in business,</p> <p>In this lecture, students will be informed about business negotiation and its role in the business success of the company, how a good negotiation</p>

	affects the achievement of the company's objectives, how the goal of the negotiation is achieved and how to be prepared for business negotiation. Expected result no. 1.
III	The importance of the negotiator in business success, Negotiation skills for success, During the lecture there will be exercises - repetition of the previous lecture, the students will be informed how important a good negotiator is for the enterprise, the skills of a good negotiator will be discussed, there will be a group discussion on a case study set up as matter for treatment. Expected result no. 1 and 2
IV	Negotiation techniques, There will be exercises and discussions for the preliminary lecture, students will be informed about negotiation techniques and the importance of selecting the appropriate technique as determinants of the business success of the enterprise. Interactive discussions with students about a raised problem. Expected result no. 2.
V	Purpose of business negotiations, In the lecture - in the first hour there will be repetition and elaboration of the material elaborated together with the students from the previous lectures, the students' tasks will be analyzed - those who have the deadlines for the presentation will make the presentations. In the following, the students will be informed about the importance of identifying the purpose of the negotiation - if we are clear about the purpose of the negotiation, then the target objective of the enterprise is more easily achievable, discussion with the students about a problem raised related to the lecture. Expected result no. 2.
VI	Negotiations by knowing yourself, There will be a repetition of the material from the previous lecture, the students will be informed about the importance of the negotiator knowing his skills and evaluating the possibility of negotiating a profitable business agreement, students will be discussed about their projects and there is a presentation by the students of the completed works. Expected result no. 2 and 3.
VII	Intercultural negotiations and difficulties, In this lecture, there will be a repetition of the material from the previous lecture, the students will be introduced to the topic related to the difficulties of negotiation - one of these difficulties is the inter-cultural aspect in business developments, discussions, presentations by students. Expected result no. 3.
VIII	The importance of communication in business, In this lecture, there will be exercises - repetition, students will be introduced to the topic of the importance of communication for the business success of an enterprise, students will present their papers and there will be interactive discussions. Expected result no. 3 and 4.
IX	The role of communication for the business success of the enterprise, During the lecture, there will be repetition of the material from the previous lecture, students will be introduced to the topic of how

	<p>communication affects the achievement of the company's objectives. Students will present their projects in order and there will be an interactive discussion.</p> <p>Expected result no. 4.</p>
X	<p>The impact of the Internet on business communication,</p> <p>There will be a repetition of the previous lecture, the students will be introduced to the topic of the impact of the Internet on communication trends and the new opportunities it offers to companies in the market. Students will present the research project for evaluation.</p> <p>Expected result no. 5.</p>
XI	<p>Obstacles in business communication,</p> <p>During the lecture, there will be repetition, the students will be informed about the communication obstacles that can be presented during the negotiation activity, the development of work in business, etc., the students will present their projects/works.</p> <p>Expected result no. 5 and 6.</p>
XII	<p>The flow of communication in the enterprise,</p> <p>In the lecture, there will be a repetition of the material processed from the previous lesson, students will be introduced to the topic of how to achieve communication with a focus on the flow of communication in the company. Interactive discussion and presentation of student projects.</p> <p>Expected result no. 6.</p>
XIII	<p>Communication process,</p> <p>There will be repetition, students will be introduced to the topic of the process, how communication flows in the company, how tasks are performed depending on the hierarchy in the company, interactive discussion, presentation of student projects.</p> <p>Expected result no. 6 and 7.</p>
XIV	<p>Hierarchy in communication as a determinant of success in the enterprise</p> <p>There will be repetition, students will be introduced to the topic of communication hierarchy - where the management, depending on how the company is organized, adapts to the hierarchical way of communication, interactive discussion, presentation of student projects.</p> <p>Expected result no. 6 and 7.</p>
XV	<p>Actions to improve communication,</p> <p>In the lecture, the students will be informed about the topic of how communication should be continuously improved - as a key to the success of the company, there will be repetition of the material taught during the semester, there will be a discussion with students about the progress of the lectures, asking for possible comments, such as and presentations of student projects.</p> <p>Expected result no. 7.</p>
Academic policy and the code of conduct:	
<p>The student is obliged to follow the lectures regularly and to have correct behavior towards his colleagues and University staff, keeping calm and actively engaging in lectures and exercises is mandatory. During the hours of lectures and exercises, eating, whispering that interferes with class work and the use of mobile phones are PROHIBITED. At the same time, cell phones must be turned off or put on silent and not used during lectures or exercises. Lack of academic integrity (including plagiarism, copying another person's work, use of unauthorized exam aids, cheating, etc.) will not be tolerated. If there are doubts about the authenticity of the submitted work, the teacher has the right to ask the student to verify his/her work.</p>	

This can be done through: repetition of work, written or oral testing, unexpected quiz or any other action deemed necessary by the lecturer.