

STUDY SUBJECT DESCRIPTION
COMMUNICATION AND NEGOTIATION

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
<i>BUSINESS MANAGEMENT AND INNOVATIONS</i>	Compulsory	1 st	1 st year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e- learning/...)
1 st	5 ECTS	Lithuanian, English	face-to-face, e-learning
Learning outcomes		Study methods	Assessment methods
<p>After completion of the study subject, a student should be able:</p> <p>LO 1 to understand and apply the principles of information presentation to customers, partners and the media</p> <p>LO 2 to solve problems in the communication process</p> <p>LO 3 to organise and conduct meetings, conferences, presentations and negotiations.</p> <p>LO 4 to manage the communication and negotiation process, choose the most effective negotiation strategy and its implementation options, and plan the phases and stages of negotiations.</p> <p>LO 5 to prepare and deliver public speeches and writes business letters</p> <p>LO 6 to understands and apply the intercultural features of business communication.</p> <p>LO 7 to understands and apply the principles of presenting business information to customers, partners and the media.</p> <p>LO 8 to use effective communication principles, inform the public using modern media.</p> <p>LO 9 to takes initiative and link corporate communication to business strategy.</p>		<p>Interactive lecture</p> <p>Drawing a mind map</p> <p>Analysis of references and information recourses</p> <p>Group work</p> <p>Pros and cons discussion</p> <p>Analysis of video material</p> <p>Situation analysis</p> <p>Angle</p> <p>Simulation game</p>	<p>Oral settlement</p> <p>Control work</p> <p>Self-study work</p> <p>Project work defence</p>

LO 10 to know types of communication, the elements and theoretical models of the communication process, and puts negotiation and communication skills into practice.		
Prerequisites (these courses must have successfully completed before she/he can take this course)		
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Course content		
<ol style="list-style-type: none"> 1. Types of communication, process, models, channels and tools. 2. Verbal communication. 3. The concept of non-verbal communication. Body language. 4. Organising and conducting meetings and conferences. 5. Negotiation: preparation, negotiation process, negotiation ethics. 6. Written communication: career communication, business letters. 7. Effective and ethical public relations. Ethical advertising. 8. Intercultural business communication and ethics. 9. Principles of effective communication. Modern media and social communication. 10. Communicating effectively with the media. 		
Recommended or required reading and other learning resources/tools		
<ol style="list-style-type: none"> 1. Baraldnes Dž. (2012) Tarptautinė ir tarpkultūrinė komunikacija. Klaipėda: SMK 2. Peleckis K., Mažeikienė A., Peleckienė V. (2016) Verslo komunikacija ir derybos. Vilnius: VGTU leidykla 3. Mary Ellen Guffey, Dana Loewy. (2013) Business Communication: Process & Product. USA, Cengage Learning 4. Management Study Guide. http://www.managementstudyguide.com/business_communication.htm 5. The largest presentation blog in Lithuania. www.prezentavimas.lt 6. Document creation tool. https://www.wozber.com/lt 		