

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Pogajanja v medkulturnem okolju
Course title: Intercultural Negotiations

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Intercultural Business Communication		1.	1/ 2
2 nd level, postgraduate, Master Degree			

Vrsta predmeta / Course type

obligatory

Univerzitetna koda predmeta / University course code:

IBC08

Predavanja Lectures	Seminar Seminar	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Indiv. work	ECTS
30					170	8

Nosilec predmeta / Lecturer:

Dr. Dragan Kesič
Dr. Augusto Sebastio

**Jeziki /
Languages:**

**Predavanja /
Lectures:** English
Vaje / Tutorial: English

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisites:

Undergraduate knowledge from communication, international communication, economic, business and management studies, capability to deepen and upgrade the knowledge on intercultural negotiations, capability for international and intercultural negotiations, research and taking operational and strategic decisions in international business environment, with emphasis on intercultural negotiations capabilities

Vsebina:

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Content (Syllabus outline):

- Introduction to global and international environment and development trends
- Meaning and importance of intercultural negotiations in global and international environment
- Various approaches to intercultural negotiations in international environment
- BATNA model and its implications in intercultural negotiations in international environment
- Intercultural negotiations - strengths, weaknesses, opportunities, threats, how to take and use the utmost possibilities in international environment
- Intercultural negotiations and international business communication – role, impact, practical implementations, strategic developments and trends

Temeljni literatura in viri / Reading material:

- **The International Negotiations Handbook, 2007. PILPG and Baker & McKenzie, Chicago: PILPG and Baker & McKenzie**
- **Ghuri, P. and Cateora, P. 2014. International Marketing 4th Edition. McGraw-Hill Education, UK.**
- **all other sources with intercultural negotiations content – papers, articles, internet sources, magazines, other relevant publications**

Cilji in kompetence:

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Objectives and competencies:

- to understand and acquaint the role and importance of intercultural negotiations in international communication and international business environment
- to recognize the strategic importance of intercultural negotiations in international environment and business activities and practices
- to get and acquaint relevant content and knowledge on intercultural negotiations and its usage in practical business performances in international environment



- to get and acquaint knowledge and practical experience from different intercultural negotiation practices and implementation cases
- to know and be able how to negotiate successfully in international business environment
- to be able to use and to transfer knowledge of intercultural negotiations into practice and real international business environment

Predvideni študijski rezultati:

Znanje in razumevanje:

Intended learning outcomes:

Knowledge and understanding:

After having completed the course, students will have adequate general and operational knowledge about intercultural environment, negotiations, intercultural negotiations, be able to understand and use BATNA model and technique in intercultural negotiations, will be able to adequately emphasize the role and importance of intercultural negotiations in international business environment, knowing how to use the knowledge acquainted in the course in the practice and real business situations and to understand and be able to solve problems and disputes related to intercultural negotiations in various economic practices and further development context. They will be as well able to negotiate properly in intercultural and international environment and use all acquainted knowledge in their various business and life practices and different situations in international business environment. Student will know how to manage intercultural negotiation mediated by technology and social network effect in negotiations.

Metode poučevanja in učenja:

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Learning and teaching methods:

<ul style="list-style-type: none"> • frontal face to face teaching (classroom lectures) • case studies • seminar works (assignments) • field tasks excursions to companies which operate in international environment • E-classroom work • individual students' work
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Delež (v %) /

Weight (in %)

Načini ocenjevanja:**Assessment:**

Način (pisni izpit, ustno izpraševanje, naloge, projekt)	Delež (v %) / Weight (in %)	Type (examination, oral, coursework, project):
	35	<ul style="list-style-type: none"> • short text - assignments (1-3 pages)
	5	<ul style="list-style-type: none"> • activities in E-classroom
	20	<ul style="list-style-type: none"> • discussion
	40	<ul style="list-style-type: none"> • final assignment

Reference nosilca / Lecturer's references:**dr. Dragan Kesič, Associate Professor****University of Primorska, Faculty of Management, Cankarjeva 5, 6101 Koper, Slovenia****[Http://www.fm-kp.si](http://www.fm-kp.si)****e-mail: dragan.kesic@fm-kp.si****tel.: +386 5 610 20 44, +386 41 769 277, Skype: dragan_skype****1.01 Original scientific papers:**

KESIČ, Dragan. Strategic significance of products for pharmaceutical companies. *Imperial journal of interdisciplinary research*, ISSN 2454-1362, 2016, vol. 2, iss. 11, str. 1323-1327.

<http://www.onlinejournal.in/IJIRV2I11/216.pdf>. [COBISS.SI-ID 1538789572]

KESIČ, Dragan. Stream of consolidation in high-tech industry. *International journal of scientific and engineering research*, ISSN 2229-5518, 2016, vol. 7, no. 11, str. 118-122.

<http://www.ijser.org/onlineResearchPaperViewer.aspx?Stream-of-consolidation-in-high-tech-industry.pdf>. [COBISS.SI-ID 1538945220]

KESIČ, Dragan. Research of strategic global development trends and competitiveness in the world pharmaceutical industry. V: CHRISTIANSEN, Bryan (ur.). *Handbook of research on global business opportunities*, (Advances in business strategy and competitive advantage, ISSN 2327-3429, ISSN 2327-3437). Hershey, PA :: Business Science Reference. 2015, str. 390-401, tabele, doi:

[10.4018/978-1-4666-6511-4.ch018](https://doi.org/10.4018/978-1-4666-6511-4.ch018). [COBISS.SI-ID 1537309124],

KESIČ, Dragan. Importance of product in high-tech industry. *International journal of business and social science*, ISSN 2219-1933, 2013, vol. 4, no. 12 (Special Issue), str. 27-35, tabele. http://www.ijbssnet.com/journals/Vol_4_No_12_Special_Issue_September_2013/4.pdf. [COBISS.SI-ID [1536299972](#)]

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2.01 Original scientific papers:

- SEBASTIO, Augusto. *I Contratti di Internet*. Utet, Torino, 2006. [ISBN 88-598-00064];
- SEBASTIO, Augusto. *ADR ODR e Class Action*, in RDEGNT, 2006. [ISSN 1825-5906; ISBN 88901299-7-2];
- SEBASTIO, Augusto. *Internet e tutela dei minori*, in RDEGNT 2007. [ISSN 1825-5906; ISBN 88901299-8-0];
- SEBASTIO, Augusto. *Trasferimento Buone Pratiche per accrescere le competenze nella Pubblica Amministrazione*. Editrice salentina, Galatina, 2008;
- SEBASTIO, Augusto. *La P.A. verso l'E-democracy*. Editrice salentina, Galatina, 2008;
- SEBASTIO, Augusto. *Tutela Giuridica del Minore ed uso Consapevole di Internet*. Cacucci Editore, Bari, 2009. [ISBN 9788884228185];
- SEBASTIO, Augusto. *Tutela dei minori in rete: profili pedagogici e normativi*, in Rivista Giuridica Ciberspazio e Diritto, Volume 11, n IV, 2010. [ISSN 1591-9544];
- SEBASTIO, Augusto. *Internet Security and Guardianship on the web* in Conference Proceedings TIIM Conference "Technology Innovation Industrial Management", University of Bangkok, 2009. [ISBN 978-974-300-249-9];
- SEBASTIO, Augusto. *E-commerce – customer and digital native generation protection and market opportunity*, in Conference Proceedings TIIM Conference Pattaya University of Bangkok, 2010. [ISSN 1906-7631];
- SEBASTIO, Augusto. *E-commerce, Digital Native Young Customers and Web Risks*, in Conference Proceedings MIC CONFERENCE Ankara, University of Primoska-Koper-Slovenia, 2010. [ISBN 978-961-266098-7];
- SEBASTIO, Augusto. *Social-networking a new technological language for the world and a great e-marketing possibility*, in Conference Proceedings MIC CONFERENCE 2011 Portoroz – Slovenia, 2011. [ISBN 978-961-266-112-0];
- SEBASTIO, Augusto. *E-commerce Digital Divide and Digital Native Generation Protection*, in International Journal of Innovation and Learning 8653, 2011, IJIL. [ISSN Print :1471-8197; ONLINE 1741-8089];
- SEBASTIO, Augusto. *Le Nuove identità. La titolarità e la Gestione dei dati ed il Diritto all'oblio*, in Annali della Facoltà di Giurisprudenza 2012, Cacucci Editore, Bari. [ISBN 978-88-6611-182-5];
- SEBASTIO, Augusto. *Creativity Online: Violation of Copyright and Protection of Copyleft*, in Conference Proceedings MakeLearn 2012 Celje. [ISBN 9789616813-09-9; ISSN 2232-3309];
- SEBASTIO, Augusto. *Online Right to be Forgotten Human Right or Social e-democracy necessity*, in Conference Proceedings Makelearn 2013. [ISBN 978-961-6914-01-7; ISSN 2232-3309];

- SEBASTIO, Augusto. *Tutela dei minori in rete: profili pedagogici e normativi*, in Rivista Giuridica Ciberspazio e Diritto, Volume 11 n IV, 2010. [ISSN 1591-9544];
- SEBASTIO, Augusto. *Human rights and new Technology (E-democracy-social-networking and social control- Policy for the Future*, in Conference Proceedings 2012 Communication as a Measure of protection and limitation of Human Rights, Comenius University Bratislava. [ISBN 978-80-7160-345-0];
- SEBASTIO, Augusto. *Technological Language as a Common Language for Euromediterranean Population*, in International Journal Euromediterranean Studies, Emuni University. [ISSN 1855-3362 (printed); 2232-6022 (online)];
- SEBASTIO, Augusto. *Il Diritto all’Oblio*, in Annali Dipartimento Jonico Sistemi Giuridici ed Economici del Mediterraneo: società, ambiente, culture. Cacucci, Università degli Studi di Bari Aldo Moro, 2013. [ISBN 978-88-909569-0-4];
- SEBASTIO, Augusto. *Policy innovation for Internet future and new technologies(E-Democracy, right to be forgotten e-social-control)*, in Conference Proceedings TIIM 2014 Seoul. [ISSN 1906-7631];
- SEBASTIO, Augusto. *Online Right to be forgotten in the European Justice Evolution*, in Book of Abstracts, Conference Proceedings MakeLearn 2015. [ISBN 978-961-6914-13-0 (PDF); ISSN 2232-3309];
- SEBASTIO, Augusto. *Right to be forgotten in the European Justice Evolution*, in International Journal of Management Knowledge and Learning, vol 4(issue 1), 2015, pp. 51-60. [ISSN 2232-5897].