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| Syrian Arab Republic |  الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY | الجمهورية العربية السورية |
| Ministry of Higher Education | | وزارة التعليم العالي |
| Syrian Virtual University | | الجامعة الافتراضية السورية |

Course Definition: Negotiation and Public Relations

1- Basic Information:

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|---------------------------------------|---------------------------------------|
| Course Name | Negotiation and Public Relation |
| Course ID | PRN766 |
| Contact Hours (Registered Sessions) | 14 |
| Contact Hours (Synchronized Sessions) | 14 |
| Mid Term Exam | |
| Exam | 75 min |
| Registered Sessions Work Load | 14 |
| Synchronized Session Work Load | 14 |
| Credit Hours | - |

2- Pre-Requisites:

| Course | ID |
|--------|----|
| -- | - |

3- Course General Objectives:

Introduce students to the concept of negotiation and clarify its elements and enable students to understand the theories of negotiation and strategies and tactics available in cooperative and offensive negotiation approaches. Introduce the student to the negotiation relationship with the concepts of culture and personality.

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4- Intended Learning Outcomes (ILO):

| Code | Intended Learning Outcomes |
|------|--|
| ILO1 | <ul style="list-style-type: none"> Define negotiation Lists the foundations of the negotiation process Explains what negotiation and other patterns are used to resolve conflicts Identifies the features that should characterize the negotiation process |
| ILO2 | <ul style="list-style-type: none"> Identifies key principles of the negotiating process. Explains the elements of the negotiating process. Identifies the basics to be observed during the negotiation process. |
| ILO3 | <ul style="list-style-type: none"> Identifies the types of negotiation in terms of objectives. Explains the types of negotiation in terms of negotiating parties. Identifies types of negotiation in terms of negotiation areas. |
| ILO4 | <ul style="list-style-type: none"> The student acquires advanced skills in strategies and negotiating methods. Distinguish between conflict and cooperative strategies, and control everything related to each. Acquire skills in negotiating tactics. Determine optimal strategy or tactics for each negotiating situation. |
| ILO5 | <ul style="list-style-type: none"> List and explains the basic theories of negotiation List and explains complementary theories in negotiation |
| ILO6 | <ul style="list-style-type: none"> Explain the patterns of negotiators Explain the skills of a successful negotiator Identify the attributes and characteristics of a successful negotiator |

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| ILO7 | <ul style="list-style-type: none"> • Explain theories of objective negotiation • Defines the principles of objective negotiation |
| ILO8 | <ul style="list-style-type: none"> • Determines the general principles of successful commercial negotiation process • Explain the objectives of commercial negotiation • Identify elements of commercial negotiation |
| ILO9 | <ul style="list-style-type: none"> • Prepare for negotiation and design preliminary offers at the negotiating table • Know the impact of body language on the negotiation process |
| ILO10 | <ul style="list-style-type: none"> • Identifies the most important personality models and their impact on negotiation processes and behaviors • Explains the dimensions of culture and their impact on negotiation processes |

5-Course Syllabus (18 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

| ILO | Course Syllabus | RS | SS | Type | Additional Notes |
|------|---|----|----|-------------|------------------|
| ILO1 | Chapter One: The Concept and Characteristics of Negotiation | | | assignments | |
| ILO2 | Chapter Two: Elements of the Negotiating Process | | | assignments | |
| ILO3 | Chapter Three: Types of Negotiation | | | assignments | |
| ILO4 | Chapter Four: Negotiating Methods and Strategies | | | assignments | |
| ILO5 | Chapter 5: Theories of Negotiation | | | assignments | |
| ILO6 | Chapter 6: Negotiation Skills | | | assignments | |
| ILO7 | Chapter 7: Principles of Objective Negotiation | | | assignments | |
| ILO8 | Chapter 8: The art of good negotiation during | | | assignments | |

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| | business operations | | | | |
| ILO9 | Chapter 9: The ability to influence the negotiating process | | | assignments | |
| ILO10 | Chapter 10: Personality, Culture and Negotiating Behavior | | | assignments | |

5- Assessment Criteria (Related to ILOs)

| | | | | | |
|------|--|----|---------------|-----|---------|
| ISC | Interactive Synchronized Collaboration | Ex | Exams | Rpt | Reports |
| PF2F | Presentations and Face-to-Face Assessments | PW | Practice Work | | |

| ILO Code | ILO | Intended Results | Assessment Type | | | | |
|----------|--|------------------|-----------------|----|----|------|-----|
| | | | ISC | PW | Ex | PF2F | Rpt |
| ILO1 | The Concept and Characteristics of Negotiation | | ✓ | ✓ | ✓ | | ✓ |
| ILO2 | Elements of the Negotiating Process | | ✓ | ✓ | ✓ | | ✓ |
| ILO3 | Types of Negotiation | | ✓ | ✓ | ✓ | | ✓ |
| ILO4 | Negotiating Methods and Strategies | | ✓ | ✓ | ✓ | | ✓ |
| ILO5 | Theories of Negotiation | | ✓ | ✓ | ✓ | | ✓ |
| ILO6 | Negotiation Skills | | ✓ | ✓ | ✓ | | ✓ |
| ILO7 | Principles of Objective Negotiation | | ✓ | ✓ | ✓ | | ✓ |
| ILO8 | The art of good negotiation during business operations | | ✓ | ✓ | ✓ | | ✓ |
| ILO9 | The ability to influence the | | ✓ | ✓ | ✓ | | ✓ |

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| | negotiating process | | | | | | |
| ILO10 | Personality, Culture and Negotiating Behavior | | ✓ | ✓ | ✓ | | ✓ |

6- Practice Tools:

| Tool Name | Description |
|-----------|-------------|
| - | - |

7- Main References

- عباس، أشواق. التفاوض والعلاقات العامة الدولية ، الجامعة الافتراضية

8- Additional References

- بدران ، عمر(٢٠٠٥) فن الحوار والتفاوض، القاهرة ، مكتبة جزيرة الورد
- إدريس، ثابت عبد الرحمن(٢٠٠٥) التفاوض: استراتيجيات وتكتيكات ومهارات تطبيقية"، القاهرة، الدار الجامعية.