

# Global business negotiation (EM165M23)

Program	PGE
Module / ECTS / Path / Specialisation	<b>Module :Global business negotiation : 5 ECTS.</b> <ul style="list-style-type: none"><li>• Visitants</li></ul>
Discipline	Sales and Marketing
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	40

## Coordinator

Christine MORLET

## Lecturers

Instructor	Population	Email
Christine MORLET		christine.morlet@em-strasbourg.eu

## Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

## Course track

Track : Attendance

### "Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

### "Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

# Contribution of the course to the educational objectives of the programme

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**How the course contributes to the programme :**

## Description

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To improve the negotiating performance of the Participants, this course helps them to understand the structure underlying all business negotiations, to identify the appropriate skills used for sales negotiations and to practice these skills in a constructive learning environment.

This business negotiation course is based upon our understanding that all negotiations have an underlying structure and that there are a number of simple skills which, if developed, can lead to improved business negotiating performance.

The course explores this structure and the associated skills by means of a series of short lectures and through the use of live negotiating exercises which are video recorded for later evaluation.

The participants will be introduced to the business negotiation phases and shown how it can be used to manage their business negotiations in a more professional and competent manner. The negotiation phases can be used throughout the negotiating process: to help in preparing for a negotiation, during the negotiation to identify where it has reached and afterwards, to analyse a negotiation and learn lessons for the next time. It is a map of the negotiating process, not a set of commands to be applied and practised. The lecture sessions explain these phases and the skills associated with each phase. The case-play sessions allow the skills to be practised and applied in a safe environment.

## Educational organisation

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In class

**Lectures**

**Presentations**

**Tutorials**

In groups

**Exercises**

**Case studies/texts**

Interaction

**Role play**

Assignments

**Specific projects / case studies**

## Learning outcomes

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**Upon completion of this course, students should be able to :**

- **Identify** When negotiating is useful
- **Explain** The definition of negotiation
- **Demonstrate** Negotiation skills
- **Compare** Negotiation to sale
- **Synthesize** The negotiation process
- **Describe** The negotiation process

## Outline

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The course contains lectures, case preparation, live negotiation, tutorial case evaluation, preparation-work and discussing personal issues with the participants; a total of 20 hours of intensive business negotiation training.

Specifically, the following issues are covered:

- \* To identify negotiators profiles
- \* To recognize when NEGOTIATING is the correct method of resolving conflict
- \* To understand the “negotiation phases” and how to use them to MANAGE the process
- \* To understand and practice the SKILLS associated with each step
- \* The five major issues to be considered in PREPARATION
- \* How to improve the quality of the ARGUE or discussion step
- \* How to pick up SIGNALS, interpret them and act on them
- \* How to make PROPOSALS, where to pitch proposals, how to respond to proposals
- \* How to REPACKAGE deals without it costing any more
- \* How to recognize NEGOTIATING OPPORTUNITIES and exploit them
- \* How to assess concessions, analyses differing priorities and go for WIN/WIN deals
- \* How to trade and BARGAIN, how to put a price on demands
- \* How to improve recognition of CLOSING opportunities and use them
- \* How to handle the AGREEMENT and implementation stages
- \* How to make and respond to COMPLAINTS
- \* How to make and respond to MULTIPLE-POINTED claims
- \* How to improve LISTENING skills
- \* How to use and defuse AGGRESSION and CONFRONTATION
- \* How to minimize REJECTION of proposals
- \* How to handle DEADLOCK
- \* How to use and respond to the most common NEGOTIATING TACTICS
- \* How and when to use ADJOURNMENTS
- \* How to use the skills of TEAM NEGOTIATING
- \* How to build “PARTNERSHIP RELATIONSHIPS” with clients or suppliers

This is only a selection of over 100 teaching points which would normally be covered. It is impossible to list all the skills, which might be highlighted, all the tutorial points, which might be raised, all the strategies which might be discussed and all the tactics which might be reviewed on a typical course.

## Prerequisites

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### **Key concepts to understand :**

Attend each of the course sessions and be precisely on time

### **Knowledge of :**

general business skills

## Teaching material

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### **Documents in all formats**

- Syllabus
- Worksheets
- Case studies

### **Software**

- MS POWERPOINT

### **Additional electronic platforms**

- Slideshows
- Videos

## Recommended reading

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**Major works :**

Christine Morlet is CSP certified (Certified Speaking Professional) in the USA),  
<http://www.nsaspeaker.org/ABOUTNSA/Certification.aspx>  
She is the first certified speaking professional by the National Speakers Association (NSA) in France.

**Further reading :**

Getting to Yes: Negotiating Agreement Without Giving - Roger Fisher, William L. Ury , Bruce Patton  
Influence: Science and Practice (Robert B. Cialdini)  
Getting Past No: Negotiating in Difficult Situations (William Ury)

**Research works by EM Strasbourg :**

## Assessment

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**Intermediate evaluation / continuous assessment 1 :**

oral / in group / English / weighting : 50%

**This evaluation serves to measure LO2.1, LO2.2, LO2.3**

**Final assessment : last session**

written / individual / English / weighting : 50%

**This evaluation serves to measure LO1.1, LO1.3, LO4.2**

## Grounds for expulsion from classes

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Such behaviors as...

**arriving late, leaving early or unannounced leaving of the classroom during class time**

**disruptive eating or drinking in class**

**using smartphones and laptops for non class-related purposes**

**reading non class-related documents**

**chatting on non class-related issues**

**showing disrespect towards lecturers**

... may lead to expulsion from classes.