

Global business negotiation (EM165M23)

Program	PGE
Course set (UE) / Credits (ECTS) / Track / Specialization	Module :Global business negotiation : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Management
Year	2020
Semester	B
Open for visitors	yes (5 ECTS)
Available spots	25

Coordinator

Christine MORLET

Lecturers

Aucun intervenant pour ce cours

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 lectures/tutorials and intermediate/final assessments is mandatory. As in-class work constitutes an essential element of evaluation, any unjustified absence will be penalized (*see Study and Examination Regulations*) and factored into the final grade (*see Assessment*).

Autonomous track :

Attendance at intermediate/final assessments is mandatory, but students have the option of attending lectures/tutorials.

Attendance at lectures/tutorials and intermediate/final assessments is mandatory for all degrees making up the Master's Program and all degrees involving co-op (*apprentissage*). Attendance track must therefore be selected.

Contribution of the course to the educational objectives of the program

How the course contributes to the program :

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will analyze business organizations and problems in a multicultural and international environment

Description

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

In class

Lectures

Presentations

Tutorials

In groups

Exercises

Case studies/texts

Interaction

Role play

Assignments

Specific projects / case studies

Learning outcomes

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

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

Key concepts to understand :

Attend each of the course sessions and be precisely on time

Knowledge of :

general business skills

Teaching material

Documents in all formats

- Syllabus
- Worksheets
- Case studies

Software

- MS POWERPOINT

Additional electronic platforms

- Slideshows
- Videos

Recommended reading

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

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

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class

ostentatiously eating or drinking in class

using smartphones or laptops for non-class-related purposes

reading texts unrelated to the course

discussing topics unrelated to the course

disrespecting the lecturer

may lead to expulsion from the class/course.