

Business Negotiation Gr. 5 (EM1F4M49A5)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Business Negotiation : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Management
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	40

Coordinator

Jean Philippe BERQUE

Lecturers

Instructor	Population	Email
Jean Philippe BERQUE	Population	jean-philippe.berque@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

How the course contributes to the programme :

Description

The Business Negotiation course is a proven, easily applicable and tailor-made method to enable you to perform as a future negotiator. The course prepares students to become successful negotiators by using an effective negotiation strategy. The course identifies significant steps and appropriate skills to be developed, which can lead to improved business performance.

Students go through a relevant negotiation process to reach mutually acceptable deals and get valuable insights into different cultural negotiating styles. They explore interests, predict conflicts and reach win-win situations. They practice in a constructive learning environment by means of a series of short lectures and through the use of live negotiating exercises.

This method has been developed with the contribution of numerous experienced multinational negotiating teams, and is based on the best references. At the end of this course, students will have acquired relevant knowledge and will be able to perform to the best of their ability as business negotiators. This training package of 6 modules has been successfully tested and implemented over a period of 3 years with 6 multinational teams.

Educational organisation

In class

Lectures

In groups

Exercises

Case studies/texts

Interaction

Games (educational, role play, simulation)

Discussions / debates

Accounts

Learning outcomes

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

- **Define** opportunities and threats in business negotiations
- **Estimate** weak and strong points of negotiators and assess conflict-handling styles
- **Acquire** effective questioning techniques and explore mutual interest
- **Optimize** one's negotiation strategy through 5 key powers such as strategic thinking, sense of communication, risk-taking, conflict management and time management
- **Differentiate** various negotiators' profiles
- **Combine** various negotiation styles
- **Influence** positively the outcome of deals

Outline

- 1) Understanding negotiation outcomes, styles and skills
 - Identifying key stakeholders and interests in business negotiation

- Being aware of your opportunities and threats in negotiation.
- Evaluating your weak and strong points as a negotiator and their impact.

2) Mastering an efficient and proven 5-stage negotiation process:

- Preparing a strategy with "red-teaming simulation".
- Building confidence with cross-cultural interaction.
- Sharing motivation with exploration of interests and risk-taking assessment.
- Bargaining with persuasion and conflict-management.
- Closing deals with effective time-management.

3) Elaborating an effective strategy

- Developing a winning strategy with innovative solutions (Identifying easily BDO, ZOPA, BATNA, WAY).
- Providing successful tactics in response to deadlocks.
- Profiling negotiating teams by integrating cross-cultural differences (using a unique reference table).

Prerequisites

Key concepts to understand :

Knowledge of :

- Basic knowledge of conflict management
- Basic knowledge of project and team management

Teaching material

Documents in all formats

- Syllabus
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)
- Keynote

Recommended reading

Major works :

Jean-Philippe BERQUE is an experienced global manager with 12 years of working as a chief negotiator abroad, serving and negotiating in the public sector (international organisations) and the private sector (consulting agencies and companies).

Business Negotiation, (updated reference manual) 2019, JP BERQUE

Global Professional Efficiency, 2019, JP BERQUE

Further reading :

Guide to negotiating (take the lead, manage conflict, get to yes), HARVARD BUSINESS REVIEW (HBR), Jeff WEISS

Getting to Yes, Negotiating an agreement without giving in, Roger FISHER & William URY

Négociation complexe, Marvan MERY

International negotiation, Jean-Pierre Coene

Research works by EM Strasbourg :

Textbooks

Case studies

Assessment

Intermediate evaluation / continuous assessment 1 :

written + oral (120 min) / in group / English / weighting : 30%

additional information : In-class participation, business negotiation games (role-plays and workshops)

This evaluation serves to measure LO1.2, LO1.3, LO2.1, LO2.2, LO2.3, LO3.1, LO4.1

Final assessment : exam week

written (120 min) / individual / English / weighting : 70%

additional information : 3 parts: MCQ, questions and case study

This evaluation serves to measure LO1.2, LO1.3, LO2.2, LO2.3, LO4.1, LO4.2

Grounds for expulsion from classes

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.