

Business Negotiation (sem B) (EM1F4M49B1)

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

Coordinator

Jean Philippe BERQUE

Lecturers

Instructor	Population	Email
Jean Philippe BERQUE		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 to the best of your ability as a future negotiator. The course prepares students to become successful negotiators by using a performant negotiating strategy. The course identifies the significant phases and the 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 solutions. 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.

Educational organisation

In class

Lectures

Presentations

Tutorials

In groups

Exercises

Case studies/texts

Interaction

Games (educational, role play, simulation)

Role play

Learning outcomes

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

- **Define** Define opportunities and threats in negotiations
- **Recognize** Review weak and strong points of negotiators and assess conflict-handling styles
- **Use** Use effective questioning techniques, explore mutual interests, and integrate cultural differences when communicating
- **Combine** Combine negotiations skills and profile teams
- **Choose** Select a negotiation strategy through 4 key factors such as sense of communication, risk-taking, conflict management and time management
- **Evaluate** Assess one's negotiating style and power of persuasion

Outline

The course includes 3 main parts:

1) Understanding negotiating outcomes, styles and skills

- Identifying the stakes and players in a negotiation. Being aware of opportunities and threats in global negotiation.

- Evaluating your weak and strong points as a negotiator and their impact.

2) Developing 5 relevant steps and negotiation powers

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

- Preparing a strategy via "red-teaming simulation".

- Building confidence via cross-cultural interaction.

- Sharing motivation by exploration interests and risk-taking techniques. - Bargaining via persuasion and conflict-management.

- Closing a deal thanks to effective time-management.

3) Elaborating an effective strategy

- Developing a winning strategy with imaginative, integrative, distributive or supportive solutions. Providing successful tactics for responding to negotiation deadlocks - Position, principle, interest, ZOPA, BATNA and breaking point.

- Profiling negotiating teams by integrating cross-cultural differences. Mapping cultural negotiation profiles to achieve successful deals (using a unique reference table).

Prerequisites

Key concepts to understand :

Basic knowledge of conflict management

Knowledge of :

Basic knowledge of international management

Teaching material

Documents in all formats

- Worksheets
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)
- MS EXCEL
- MS POWERPOINT
- Keynote

Additional electronic platforms

- Slideshows
- Audio documents
- Videos

Recommended reading

Major works :

Jean-philippe BERQUE is an experienced global manager with 13 years of working as a negotiator abroad, serving in international organisations and the private sector (NATO - UNO - Embassies - multinational companies)

Professional site: jpbmanagement.com

Jean-philippe BERQUE - Global Business Negotiation - 2017 (manual)

Jean-philippe BERQUE - Global Professional Efficiency - 2018 (to be shortly published)

Further reading :

HARVARD BUSINESS REVIEW - Business negotiation

Roger FISHER & William URY - Getting to Yes, Negotiating an agreement without giving in Marvan MERY - Négociation complexe

Jean-Pierre Coene - Négociation internationale

Assessment

Intermediate evaluation / continuous assessment 1 : All sessions

written + oral / in group / English / weighting : 30%

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

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

Final assessment : exam week

written / individual / English / weighting : 70%

additional information : 3 parts: MCQ, Questions on the course and a Case-study

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