

# Business Negotiation

EM1F4M62A1

## Semestre

A

## Discipline

Organizational behavior / Leadership

## Volume horaire

27 H

## Nombre de places

45

## Ouvert aux visiteurs

Oui

## Langue

EN

## Responsable

Jean Philippe BERQUE



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## Liste des intervenants

<b>Intervenant(s)</b>	<b>Email</b>	<b>Volume horaire CM</b>
Jean Philippe BERQUE	<a href="mailto:jean-philippe.berque@em-strasbourg.eu">jean-philippe.berque@em-strasbourg.eu</a>	27 h

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**Contribution pédagogique du cours au programme**

Aucune contribution pédagogique associé à ce cours pour ce programme.

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## Descriptif

Course description:

The Business Negotiation course is based on a proven, easily applicable and tailor-made method to enable students to perform at their best as future negotiators. The course prepares students to become successful negotiators using a professional negotiation strategy. This updated course includes:

- A relevant and coherent step-by-step negotiation process aimed at exploring mutual interests and gains, anticipating conflicts and achieving win-win situations.

- Students use best practices and benchmarks developed by experienced international negotiation teams.

By the end of the course, students will have acquired relevant knowledge and skills and will be able to conclude more deals and obtain more favorable terms in all their future negotiations.

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## Organisation pédagogique

### Face-to-face

- Lectures
- Tutorials
- E-learning

### In group

- Exercises
- Projects
- Case studies/texts

### Interaction

- Discussions/debates
- Games (educational, role play, simulation)

### Others

Aucun élément de cette liste n'a été coché.

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## Objectifs pédagogiques

### Cognitive domain

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 1) Define opportunities and threats in negotiations

- - (niv. 2) Estimate negotiators' weaknesses and strengths
  - - (niv. 3) Apply an effective questioning technique to be able to explore mutual interests
  - - (niv. 4) Figure out a relevant negotiation strategy
  - - (niv. 5) Improve communication and persuasion
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### **Affective domain**

A l'issue du cours, l'étudiant(e) devrait être capable de / d'...

- - (niv. 5) Use the right soft skills to get win-win deals
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### **Objectifs de développement durable abordés**

Aucun objectif de développement durable n'a été coché.

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### **Plan / Sommaire**

A - NEGOTIATION BASICS:

1. Analyzing opportunities and threats
2. Identifying key stakeholders, interests and learning negotiation styles

B - NEGOTIATION PROCESS:

1. Strategic thinking
2. Trust building
3. Motivation sharing
4. Value creation
5. Completion

C - COMMUNICATION:

1. Improving persuasive communication
  2. Developing a flexible mindset
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### **Prérequis nécessaires**

#### **Connaissances en / Notions clés à maîtriser**

Basic knowledge of project and team management  
Basic knowledge of market analysis

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## Supports pédagogiques

### Mandatory tools for the course

- Computer
- Reference manuals

### Documents in all formats

- Case studies/texts
- Worksheets
- Syllabus
- Guide

### Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments
- Coaching/mentoring

### Software

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

### Additional electronic platforms

Aucun élément de cette liste n'a été coché.

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## Bibliographie recommandée

### Ouvrages principaux

Jean-philippe BERQUE is an experienced international executive with 30 years of leadership, management and negotiation abroad, working in public administration, international organizations, diplomacy and the private sector.

Website: [jpbmanagement.com](http://jpbmanagement.com)

J.P. BERQUE, Business Negotiation handbook, reference manual (provided in class).

J. WEISS - HARVARD BUSINESS REVIEW, Guide to negotiating.

Martin E. LATZ, Negotiating to get what you want.

G. Richard SHELL, Bargaining for Advantage.

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### Littérature complémentaire

R. FISHER & W. URY, Getting to Yes, Negotiating an agreement without giving in

N. PRIME & J.C. USUNIER, Marketing international (la négociation commerciale et ses déterminants interculturels).

J.P. COENE, International negotiation.

J. COMFORT and P. FRANKLIN, The mindful international manager.  
M. MERY, Négociation complexe.  
J.P. BERQUE, 8 keys to success in Business (book to be published in September).

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## **Travaux de recherche de l'EM : Veillez à mobiliser au moins une ressource**

Peuvent être renseignés les manuels coordonnés, les traductions de manuel, les études de cas traduites etc...  
Customized textbooks  
Case studies in negotiation

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## **Modalités d'évaluation**

### **Liste des modalités d'évaluation**

**Evaluation intermédiaire / contrôle continu 1** Autre (date, contrôle surprise...) : 3 training sessions  
Ecrité et orale / en groupe / Anglais / pondération : 40 %  
Précisions : 3 workshops  
Cette évaluation sert à mesurer ILO2.3-BAI, ILO3.1-BAI, ILO1.2-BAI, ILO1.3-BAI

**Evaluation finale** Semaine d'examens  
Ecrité (120 min) / individuelle / Anglais / pondération : 60 %  
Cette évaluation sert à mesurer ILO2.3-BAI, ILO3.1-BAI, ILO1.2-BAI, ILO1.3-BAI