

Global Business Negotiation

EM165M23A1

Semestre

A

Discipline

Sales management / Negotiation

Volume horaire

27 H

Nombre de places

45

Ouvert aux visiteurs

Oui

Langue

EN

Responsable



Hicham EL MOUKTAFI

Liste des intervenants

Intervenant(s)	Email	Volume horaire CM
Hicham EL MOUKTAFI	hicham.elmouktafi@gmail.com	27 h

Contribution pédagogique du cours au programme

Aucune contribution pédagogique associé à ce cours pour ce programme.

Descriptif

To improve the negotiating performance of the Participants, this cours 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.

Organisation pédagogique

Face-to-face

- Lectures
- Tutorials

In group

- Oral presentations
- Projects
- Case studies/texts

Interaction

- Games (educational, role play, simulation)

Others

Aucun élément de cette liste n'a été coché.

Objectifs pédagogiques

Cognitive domain

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

- - (niv. 1) Identify When negotiating is useful
 - - (niv. 1) Describe The negotiation process
 - - (niv. 2) Explain The definition of negotiation
 - - (niv. 3) Demonstrate Negotiation skills
 - - (niv. 4) Compare Negotiation to sale
 - - (niv. 5) Synthesize The negotiation process
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Affective domain

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

Aucun affective domain n'a pour le moment été associé à ce cours.

Objectifs de développement durable abordés

Aucun objectif de développement durable n'a été coché.

Plan / Sommaire

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.

Prérequis nécessaires

Connaissances en / Notions clés à maîtriser

Aucun prérequis n'a été renseigné.

Supports pédagogiques

Mandatory tools for the course

Aucun élément de cette liste n'a été coché.

Documents in all formats

- Worksheets

Moodle platform

Aucun élément de cette liste n'a été coché.

Software

Aucun élément de cette liste n'a été coché.

Additional electronic platforms

Aucun élément de cette liste n'a été coché.

Bibliographie recommandée

Ouvrages principaux

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.

Littérature complémentaire

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)

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...
Aucun ouvrage n'a été renseigné.

Modalités d'évaluation

Liste des modalités d'évaluation

Evaluation intermédiaire / contrôle continu 1 Autre (date, contrôle surprise...) : All sessions

Orale / individuelle / Anglais / pondération : 40 %

Précisions : Active participation

Evaluation intermédiaire / contrôle continu 2 Autre (date, contrôle surprise...) : during the sessions

Orale / en groupe / Anglais / pondération : 25 %

Précisions : The team will change for each case study

Evaluation intermédiaire / contrôle continu 3 Dernière séance

Ecrite et orale / en groupe / Anglais / pondération : 35 %

Précisions : Group project prepared at home and presented during the last session.