

# Business Negotiation (sem B)

**EM1F4M62B1**

## Program

**PGE**  
Visitants

## UE

Business Negotiation

## Semester

B

## Discipline

Marketing

## Contact hours

27 H

## Number of spots

45

## Open to visitors

Yes

## Language



## Coordinator



Jean Philippe BERQUE

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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
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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### **Pedagogical contribution of the course to the program**

**No educational contribution associated with this course for this program.**

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## Description

Course description (level I) :

The Business Negotiation course is based on a proven, easily applicable and tailor-made method to enable students to perform to the best of your ability as future negotiators. The course prepares students to become successful negotiators by using an effective negotiation strategy. It identifies appropriate hard and soft 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 can explore interests, predict conflicts and reach win-win situations. They can practice in a constructive learning environment by means of a series of short lectures and through the use of live negotiating exercises.

This training course uses top references, and was developed with the contribution of numerous experienced multinational negotiation teams. It is made of 6 modules, which were successfully tested and implemented over a period of 3 years by 6 multinational teams. At the end of the course, students will have acquired relevant knowledge, and will be able to close more deals and get more favorable terms in all their future negotiations.

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## Teaching methods

### Face-to-face

- Lectures
- Tutorials
- E-learning

### In group

- Exercises
- Case studies/texts

### Interaction

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

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Define** opportunities and threats in negotiations
- - (level 2) **Estimate** negotiators' weaknesses and strengths
- - (level 3) **Apply** an effective questioning technique to be able to explore mutual interests
- - (level 4) **Figure out** a relevant negotiation strategy

- - (level 5) **Improve** communication and persuasion
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### **Affective domain**

Upon completion of this course, students should be able to

- - (level 5) **Use** the right soft skills to get win-win deals
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### **Outline**

#### A - NEGOTIATION BASICS:

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

#### B - NEGOTIATION PROCESS:

1. Planning a winning strategy
2. Building mutual confidence
3. Exploring real interests
4. Bargaining successful concessions
5. Closing a deal in a timely manner

#### C - COMMUNICATION

1. Improving persuasive communication
  2. Developing a winner's mindset
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### **No prerequisite has been provided**

#### **Knowledge in / Key concepts to master**

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

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### **Teaching material**

#### **Mandatory tools for the course**

- Computer
- Reference manuals

## Documents in all formats

- Case studies/texts
- Worksheets

## Moodle platform

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

## Software

- Keynote

## Additional electronic platforms

**No items in this list have been checked.**

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## **Recommended reading**

Main reading material

Jean-philippe BERQUE is an experienced international executive with 28 years of leadership, management and negotiation abroad, working in public administration, international organizations and diplomacy (UNO, NATO,... ), as well as in the private sector (firms and training consultancies).

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

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

J.P. BERQUE, International strategy handbook.

J.P. BERQUE, Project management handbook.

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

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

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Additional literature

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, International Professional Efficiency (book soon to be published).

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## EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Customized textbooks

Case studies in negotiation

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## Assessment

### List of assessment methods

**Intermediate assessment / continuous assessment 1** Class no. 3 sessions

Written and oral (120 Min.) / Individual / English / Weight : 50 %

**Details :** 3 Workshops

**This evaluation is used to measure L01.2, L01.3, L02.1, L02.2, L02.3, L03.1, L04.1, L04.2**

**Final evaluation** Exam week

Written (120 Min.) / Individual / English / Weight : 50 %

**Details :** A three-part examination: MCQ, course questions and a case study

**This evaluation is used to measure L01.1, L01.2, L01.3, L02.2, L03.1, L04.2**