

EM46LM54A1

Program

PGE
PGE 3A - International and European Business (IEB)

UE

International skills and competences

Semester

A

Discipline

Sales management / Negotiation

Contact hours

20 H

Number of spots

45

Open to visitors

Yes

Language



Coordinator

Kevin MAC GABHANN



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Kevin MAC GABHANN	Kevin.MacGabhann@em-strasbourg.eu	20 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will analyze business organizations and problems in a multicultural and international environment

Description

To be successful in international negotiations today, it is not enough to have just a good level of English ; the ability to deal successfully with cultural differences has become essential. This class aims to increase the student's cultural awareness and develop his/her understanding of the cross-cultural dynamics involved in international negotiations.

Teaching methods

Face-to-face

- Lectures
- Tutorials

In group

- Exercises
- Oral presentations
- Projects
- Case studies/texts

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 2) **Explain** the importance of negotiation
 - - (level 2) **Discuss** the Impact of culture on Negotiations
 - - (level 4) **Analyze** Process in Negotiations
 - - (level 5) **Develop** Intercultural Skills for the workplace
-

Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

Class 1:

Introduction, outline and requirements

A global perspective

Importance of negotiations

Role of Culture on IB, workplace

Impact of culture on Negotiations

Slides 1-14 approx P 1

Cog exercise "let's focus on negotiations"

Team selection teams for cases

Team Building negotiation case exercises

Assignments distribution (project cases and reports)

No prerequisite has been provided

Knowledge in / Key concepts to master

Appropriate English level and interest in intercultural issues

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Photocopies
- Case studies/texts
- Worksheets

Moodle platform

- Upload of class documents

Software

No items in this list have been checked.

Additional electronic platforms

- CrossKnowledge
-

Recommended reading

Main reading material

British Council (2013) "The value of intercultural skills in the workplace"

www.britishcouncil.org

Lewicki, R.J., Saunders, D.M. and Barry, B. (2006). Negotiation. McGraw Hill Higher Education; International Edition. New York. (Chp 1 The Nature of Negotiation, Chp 9 Ethics in Negotiation)

Thomas C David, Inkson Kerr (2003) Cultural Intelligence, Berret-Koehler Publishers, Inc p100- p122

Gundling, Ernest. (2003) "Working GlobeSmart" Davies-Black Publishing, Mountain View, California, p 177-p 216

Casse Pierre, Deol Surinder, (1985) Managing Intercultural Negotiations, SIETAR International, p1-p153

Fisher, Glenn, (1980) International Negotiations, A Cross-Cultural Perspective, Intercultural Press Inc

Martin S Jeanette, Chaney H Lillian (2006) Global Business Etiquette, Praeger Publishers

Rodgers Drew, (2002) English for International Negotiations A Cross-Cultural Case study approach, Cambridge University Press, p1-p20

Storti, Craig, (1994) Cross-Cultural Dialogues 74 Brief Encounters with Cultural Difference
Intercultural Press

Adler, Nancy J, (2008) International Dimensions of Organisational Behaviour, 5th edition, p224 -261

O Connor, Philip, Pilbeam Adrian, Barrett-Scott Fiona, (1998) Negotiating, Longman business English skills, Longman group UK limited

Additional literature

No reading material has been provided.

EM Research: Be sure to mobilize at least one resource

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

No reading material has been provided.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1Other (date, pop quiz, etc.) :

Written (300 Min.) / Group / English / Weight : 20 %

Details : Team Cross-Cultural team building scale

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

Intermediate assessment / continuous assessment 2Other (date, pop quiz, etc.) :

Oral (20 Min.) / Group / English / Weight : 30 %

Details : Team presentation of a case or report

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

Intermediate assessment / continuous assessment 3Other (date, pop quiz, etc.) :

Written / Individual / English / Weight : 20 %

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

Final evaluationOther (date, pop quiz, etc.) :

Written / Group / English / Weight : 30 %

Details : Report based on team presentation

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