

Business Negotiation

EM1F4M62A1

Semester

A

Discipline

Organizational behavior / Leadership

Contact hours

27 H

Number of spots

45

Open to visitors

Yes

Language



Coordinator

Jean Philippe BERQUE



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Jean Philippe BERQUE	jean-philippe.berque@em-strasbourg.eu	27 h

Pedagogical contribution of the course to the program

No educational contribution associated with this course for this program.

Description

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.

Teaching methods

Face-to-face

- Lectures
- Tutorials
- E-learning

In group

- Exercises
- Projects
- Case studies/texts

Interaction

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

Others

No items in this list have been checked.

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, 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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No prerequisite has been provided

Knowledge in / Key concepts to master

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

Teaching material

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

No items in this list have been checked.

Recommended reading

Main reading material

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

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.

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, 8 keys to success in Business (book to be published in September).

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

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Other (date, pop quiz, etc.) : 3 training sessions

Written and oral / Group / English / Weight : 40 %

Details : 3 workshops

This evaluation is used to measure ILO2.3-BAI, ILO3.1-BAI, ILO1.2-BAI, ILO1.3-BAI

Final evaluation Exam week

Written (120 Min.) / Individual / English / Weight : 60 %

This evaluation is used to measure ILO2.3-BAI, ILO3.1-BAI, ILO1.2-BAI, ILO1.3-BAI