

# Global Business Negotiation

**EM165M23A1**

**Semester**

A

**Discipline**

Sales management / Negotiation

**Contact hours**

27 H

**Number of spots**

45

**Open to visitors**

Yes

**Language**



**Coordinator**



Hicham EL MOUKTAFI

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# List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Hicham EL MOUKTAFI	<a href="mailto:hicham.elmouktafi@gmail.com">hicham.elmouktafi@gmail.com</a>	27 h

## Pedagogical contribution of the course to the program

No educational contribution associated with this course for this program.

## Description

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

## Teaching methods

### Face-to-face

- Lectures
- Tutorials

### In group

- Oral presentations
- Projects
- Case studies/texts

## **Interaction**

- Games (educational, role play, simulation)

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

Upon completion of this course, students should be able to

**None affective domain have been associated with this course yet**

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## **Outline**

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.

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**No prerequisite has been provided**

**Knowledge in / Key concepts to master**

**No prerequisite has been provided.**

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**Teaching material**

**Mandatory tools for the course**

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

**Documents in all formats**

- Worksheets

**Moodle platform**

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

**Software**

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

## **Additional electronic platforms**

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

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## **Recommended reading**

Main reading material

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.

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Additional literature

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)

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## **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.**

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## **Assessment**

### **List of assessment methods**

**Intermediate assessment / continuous assessment 1** Other (date, pop quiz, etc.) : All sessions  
Oral / Individual / English / Weight : 40 %

**Details :** Active participation

**Intermediate assessment / continuous assessment 2** Other (date, pop quiz, etc.) : during the sessions

Oral / Group / English / Weight : 25 %

**Details :** The team will change for each case study

**Intermediate assessment / continuous assessment 3** Last class

Written and oral / Group / English / Weight : 35 %

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