

# Business Negotiation (sem B)

**EM1F4M62B1**

## Program

**PGE**  
Visitants

## UE

Business Negotiation

## Semester

B

## Discipline

Organizational behavior / Leadership

## Contact hours

27 H

## Number of spots

40

## ECTS

5

## 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**

### **Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable**

Co-build a managerial and organizational culture through collaborations and team projects

Effectively argue his ideas orally and in writing with a professional posture

Adopt a responsible leadership posture by being an actor in its own development and that of its teams

### **Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"**

Communicate in a professional context in (foreign) languages, in writing and/or orally

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

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## **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.

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## **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.**

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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
  - - (level 6) **develop** negotiation strategies
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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

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## 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.**

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## 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](http://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.

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

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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** 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**