

International Business negotiations: Bridging the Cultural Gap

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

ECTS

5

Open to visitors

Yes

Language



Coordinator

José Luis VALLEJO GARCIA



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
José Luis VALLEJO GARCIA	jose.vallejo@em-strasbourg.eu	20 h

Pedagogical contribution of the course to the program

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Evaluate sustainable managerial practices using managerial concepts and instruments as well as digital tools

Design solutions adapted to organizational problems by applying relevant methodologies

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

Recommend decision making by taking a critical approach to driving change in organizations

Mettre en place un management responsable par des pratiques reflétant les valeurs d'éthique, de diversité et de développement durable

Critically assess issues related to diversity, ethics and sustainability in the context of their professional practice

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"

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
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Affective domain

Upon completion of this course, students should be able to

- - (level 5) **discriminate** Discriminate cultural behaviours, values, etc
 - - (level 5) **question** Question why people behave the way they do in intercultural negotiation context
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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
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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 1 Other (date, pop quiz, etc.) : November 5th 2023

Written (300 Min.) / Individual / English / Weight : 50 %

Details : Reflection Paper

This evaluation is used to measure ILO1.1-PGE, ILO1.2-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO2.4-PGE, ILO3.1-PGE, ILO3.2-PGE, ILO4.1-PGE, ILO4.2-PGE

Final evaluation Last class

Oral (15 Min.) / Group / English / Weight : 50 %

Details : Final presentations by groups

This evaluation is used to measure ILO1.3-PGE, ILO2.2-PGE, ILO2.3-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE