

Introduction to International Negotiation

Paris, 09/10/12/13 July 2012
16 contact hours / 2 ECTS credits

Negotiations of international significance are today conducted not only between individual states, but also within and beyond them. At the same time negotiation practice itself is undergoing much change with changing patterns of conflict and intervention, business, bargaining, and many new urgent issues on the global agenda, new actors and new emerging norms. In our rapidly changing world, effective negotiators must learn how to adapt to cultural dynamics and patterns, respond in flexible and appropriate ways, and use a range of approaches for building positive working relationships and reaching agreements. Great global negotiators familiar with cultural factors that affect the problem-solving approach of people from other cultures. This course is to provide learning how to respond these developments.

Course Schedule

Learning Objectives:

- Introduce participants to the study of International Negotiation;
- Enable students to more effectively analyse and understand international negotiation trends in a globalized world;
- Build and maintain business relationships in cross-cultural contexts
- Enable students taking innovative actions to negotiate better deals;
- Enhance skills so to be able to more effectively communicate, cooperate, compete, and engage in
- Negotiation with people from own and other cultures.

Course Outline

This course provides an overview of negotiation theories and practices of international dimension. The emphasis is on different approaches to understanding what drives negotiation process and explains the outcome. The course will examine important functions of preparations, negotiation strategies, cross-cultural communication, cross-cultural buyer-seller relationships, conflict management, mediation and the aspects of cross cultural negotiation.

Teaching Method

The students will be asked to engage in interactive activities everyday through: Lecture, Presentation, Individual and Team Presentations, Paper Readings, Research, Seminar.
In addition students will be provided with a working papers/ articles/case studies covering the sessions' subjects and they will be asked to comment on the paper.

Assessment

Individual participation in class and in discussion: 50%
Group Presentation: 50%

Advised Readings:

Barbara A. Budjac Corvette. (2006). Conflict Management: A Practical Guide To Developing Negotiation Strategies. Prentice Hall

Egan, J. (2008). Relationship Marketing. London: Prentice-Hall.

Maude, B. (2011). Managing Cross-Cultural Communication. London: Palgrave.

Moore, C.W., & Woodrow, P.J. (2010). Handbook of global and multicultural negotiation. San Francisco: Jossey-Bass. A Wiley Imprint.

Roger Fischer and William Ury. (1991). Getting to Yes. Negotiating Agreement without Giving In. Penguin Books.

Usunier J-C. and Lee, L. (2009). Marketing Across Cultures. London: Prentice-Hall.