

Cross-Cultural Relationship Management and Negotiations

Paris, 21-25 July 2014

16 contact hours / 2 ECTS credits

In today's highly competitive business environment organisations face significant challenges to maintain their position in the market. To offset such challenges companies invest more in the development of their business relationships. The management, development and maintenance of these business relationships become imperative for any organisation because they are a key factor for their success and sustainability in the market. However, the management of such business relationships are a complex issue and it can be even more complex when organisations attempt to develop these relationships with partners/customers across borders. To understand and how to negotiate with these international partners can represent a major challenge for the seller/buyer company. Thus, the course aims at introducing the concept of relationship management and negotiations in cross-cultural setting by highlighting the significance of the cultural factors in how business relationships and negotiations are managed in an international context.

Course Schedule

Learning Objectives:

- To introduce the concept of culture and cultural theories
- To build and maintain business relationships in cross-cultural contexts
- To understand how relationships influences negotiations
- To understand negotiations in cross-cultural context.

Course Outline

The course provides an overview of relationship management and negotiations in an international context. The course will cover cultural theories, relationship marketing and negotiations process and provide an understanding how each element influences the other in the management of the relationship between buyer-sellers and conducting negotiations between different parties.

Teaching Method

The students will be asked to engage in interactive activities everyday through: Lecture, Presentation, Individual and Team Presentations, Seminar.
In addition students will be provided with 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:

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.

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