

SYLLABUS

NG410E_0101_26

Simulations in International Negotiations and Business Development

ACADEMIC AREA :	MARKETING AND NEGOTIATION
PROGRAMME :	MASTER LSCP / PGE / UGTC LEVEL 4 PGE
PERIOD :	SPRING
COORDINATOR :	Mr. Olivier MOREAU
INSTRUCTOR(S) :	Mr. Olivier MOREAU
CONTACT HOURS :	15.0 hours
STUDY TIME :	null hours (Class preparation, homework and assessments)
CREDITS :	2.0 ECTS
AOL :	NO

PRE-REQUISITE MODULES :

No pre requisites

MODULE DESCRIPTION :

The course objectives have been developed based on the premise that everyone with significant management responsibilities is involved in some form of negotiation every day. This includes intra-organisational transactions, line-staff relationships, trading with individuals and firms, collective bargaining with labour unions and multiparty negotiations involving other organisations, government agencies, special interest groups, civil societies and representative of the media. This course is expected to help students practice negotiations skills that will enable them to achieve these objectives in their professional life.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Integrate disciplines and deep knowledge to Create innovative solutions #CreateSolutions

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. Planning for and debriefing a negotiation
2. Creating value and crafting mutually beneficial agreements
3. Using and countering claiming value tactics
4. The right strategy at the right time: Balancing creating and claiming value tactics
5. Bundling offers and making concessions
- 6: Exchanging information. Asking the right questions and providing the right information.
7. Effective Communication: The language of creating and claiming value

TOPICS COVERED :

- Interest based negotiations
- Distributive claiming values strategies
- The psychology of offers and concession
- Communication in negotiation

- Intercultural negotiations
- Multiparty negotiations

RESEARCH-LED TEACHING :

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

08 -Decent work and economic growth, 17-Partnership for the goals

CSR NB HOURS :

SUSTAINABLE DEVELOPMENT GOALS COVERED :

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TEACHING METHODS :

The course is designed to be interactive and facilitate experience- and reflection-based learning. The typical structure of a unit is a) preparing for your role / planning for negotiation, b) conducting the negotiation, c) self reflection and completion of a logbook, d) debriefing, Q&A, discussion and conclusion.

You won't receive the detailed plan of each sessions for this course beforehand. The reason is that each of the role-plays and exercises addresses specific problems you encounter in negotiations. Knowing the detailed topics beforehand would limit your learning experience .

It is required to actively participate in class. Ask questions, share your experience, tell us about the approach you used to solve a negotiation problem, propose alternative solutions.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Continuous	Individual	Written in class	50%	1 Heure	1, 2, 3, 4 ,5 , 6, 7
Continuous	Individual	Written in class	50%	1 Heure	1, 2, 3, 4, 5, 6, 7

Assessment 1 details:

At the end of sessions 1, 2, and 3, students will have 20 minutes each time to reflect on their learning experience and complete their individual logbook accordingly. The logbook will be uploaded at the end of each session. The grade will be based on the quality of personal reflection on the individual learning experience during sessions 1, 2, and 3.

Assessment 2 details:

At the end of sessions 4 and 5, students will have 20 minutes each time to reflect on their learning experience and fill out their individual logbook accordingly. The logbook will be uploaded at the end of each session. In addition, 20 minutes will be devoted at the end of session 5 to writing a short essay summarizing the main lessons learned from the course. The grade will be based on the quality of personal reflection on the individual learning experience during sessions 4 and 5, as well as on the short essay summarizing the main lessons learned from the course.

ACADEMIC INTEGRITY :

BIBLIOGRAPHY :

- Cellich C. & Jain, S. C. (2016). Creative Solutions to Global Business Negotiations (2nd edition) New-York. Business Expert Press [eBook <https://cutt.ly/imgjMix>]. Edition 2021 ebook available.
- Fisher, R. & Urey, W.L. (2011). Getting to Yes: Negotiating Agreement Without Giving In, Penguin Books. [eBooks <https://cutt.ly/UmgiDKs>]

Additional Reading

- Meyer E. (2016) The Culture Map, Perseus
- Trompenaars F. & Hampden Turner C. (2020). Riding The Waves Of Culture, John Murray Business

MODULE PLAN SESSIONS :

Plan Session 01 :

Negotiation styles and the Nature of Negotiation

Interorganizational negotiation highlighting tensions between competitive / collaborative approaches typical of « prisoner's dilemma » mindset

Plan Session 02 :

Distributive Bargaining

Interorganizational negotiation based on a « zero-sum game » approach characteristics of tender negotiations

Plan Session 03 :

Integrative Negotiation

Interorganizational negotiation based on a collaborative approach often time applied during the lifecycle of a long term contract.

Plan Session 04 :

Intercultural Negotiation

Interorganizational negotiation based on intercultural interactions related to an international project (supported by the World Bank) in a very different cultural environment.

Plan Session 05 :

Multiparty Negotiation

Interorganizational multiparty negotiation generating added complexity (highlighting the concepts of dynamic BATNA, coalition behaviours and managing process)

