

2006 / 2007: Bachelor of International Trade

Identification	Course : International Business Negotiations (Core Major 4 of 4) Course Coordinator : Phil Eyre Professor : La Planeta + Eyre Dates :
Objectives	Development of skills in negotiation techniques within an international environment, via the transmission of personal experience, theoretical perspectives and a series of practical simulations. These simulations are a recreation of authentic negotiation challenges that range from the simple and individual to the more complex and in teams. The final session, Day 3 will be recorded with comment and feedback as well as course grades for the negotiating teams.
Prerequisites	Introduction to International Management techniques (Int Business).
Syllabus	<ul style="list-style-type: none">• PLANETA. Introduction to negotiation in an international trading context. The contract, basis for the negotiating strategy. Key elements of commercial negotiations, both for industrial and for consumer goods. Differences between cultures in commercial negotiations. Distribution of files for Day 2 + 3 team negotiation• EYRE. Team negotiations and simulation on dossiers. The group negotiation, the <i>Glen Orchy Whisky Takeover</i> in groups of 3 versus 3, negotiators will try to find agreement. Video case, <i>'Do we have a deal?'</i> Some theory on determining objectives and on different types of negotiation. Formation of teams for Day 3• EYRE Morning : team negotiation on Asian case or on European acquisition case. Afternoon : continued negotiation and validation session. Final simulation in front of jury on cases.
Working methods	Reading of class handouts. Video material + discussion. Comparison and contrast of different styles and techniques. Role-play and feedback on performance.
Validation for credit	Assessment of negotiation performance - Yes Day 3 of course with individual grade : 100% assessment grade
Bibliography	<ul style="list-style-type: none">• <u>Essentials of Negotiation</u> by Lewicki et al• <u>Getting to Yes</u> by Fisher et al• <u>Négociation</u> by Groupe Ecully (French text, EM Lyon)