

Number of ECTS credits : 3

Course language : Anglais

Course leader : HENNEKAM SOPHIE

Speakers : DOLL Jacques , ROBIN Caroline , ROBIN Serge

≡ COURSE DESCRIPTION

This study aims to provide students with a basic understanding of negotiation in business. The different negotiation styles and types are explained and applied through the use of case studies and role plays.

≡ COURSE OBJECTIVES

At the end of this course, students should be able to :

- Distinguish between different negotiation styles and choose an appropriate style based on the context.
- Conduct a negotiation.
- Understand the different types of negotiations and apply negotiation strategies in a business context.
- Analyze a cross-cultural negotiation situation and adapt their behavior accordingly.

≡ LEARNING OBJECTIVES

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| C4B learning goal | LG2 - Action |
| C4B learning objective | LO4 - Make proposals, take initiatives |
| Outcomes | Lev. 0 - NC |

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| C4B learning goal | LG5 - Cooperation |
| C4B learning objective | LO13 - Communicate and interact |
| Outcomes | Lev. 0 - NC |

≡ TACKLED CONCEPTS

Negotiation styles

3C Model

BATNA

7 elements of win-win negotiation

Commercial negotiation

Cross-Cultural Negotiation

≡ LEARNING METHODS

Lectures

Readings

Cases

Role plays

Videos

≡ ASSIGNMENTS

- Participation in role plays
- Presentation in groups
- Individual homework

≡ BIBLIOGRAPHY

Roger Fischer, William Ury and Bruce Patton (2012). Getting to yes: negotiating an agreement without giving in.

≡ EVALUATION METHODS

100 % : Contrôle continu

≡ SESSIONS

1

LECTURE : 03h00

Definition of Negotiation.

Negotiation styles

Distributive and integrative negotiation

Commercial and managerial negotiation

Activity: Mind map

Activity: 2 dollar game

2

LECTURE : 03h00

7 elements of win-win negotiation

BATNA

3C Model

Cross-Cultural negotiation

Activity: Slug vs CCM China

Activity: 2 Role plays

3

LECTURE : 03h00

Group Presentations (four)

Activity: 3 Role plays

4

LECTURE : 03h00

Commercial negotiation

Activities: Art, Aluvox and Young Entrepreneur role plays

5

LECTURE : 03h00

Activity : Delta Case
