

INTERNATIONAL NEGOCIATION

COURSE: THIRD

SEMESTER: SECOND

TYPE: OBLIGATORY

CREDITS: 3

LANGUAGE: ENGLISH

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OBJECTIVES:

The objective of the subject is firstly that the student to know the main characteristics of the way of negotiation of the main international markets, associated with its cultural base, so that it can carry out an analysis of the situation and be able to design strategies and plans of action to achieve the objectives.

Secondly the student will be able to know and put into practice the main negotiation techniques based on the negotiation styles that the counterpart can have. In the same way, one must learn the main steps of cultural action and protocol in an international negotiation process

COMPETENCES:

BASICS

- **CB1** – That students have demonstrated to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply Knowledge from the vanguard of their field of study.
- **CB2** – Knowing how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defence of arguments and problem solving within their area of study.

- **CB3** – Having the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

GENERAL

- **CG3** – Develop the ability to empathize, adapt, work and lead international and multicultural, interdisciplinary, competitive, changing and complex groups and understand and apply the concept of network.
- **CG5** – Develop a strong oral and written communication skills in English.
- **CG6** – Find new information resources and apply quantitative criteria and qualitative aspects in decision making.
- **CG7** – Transfer the knowledge acquired in the training process and adapt it to real situations.

TRANSVERSALS

- **CT1** – Acting with critical spirit and reflection before the knowledge in all its dimensions, showing intellectual cultural and scientific restlessness and commitment to the rigor and the quality in the professional exigency.
- **CT3** – Interacting in global and international contexts to identify needs and new realities that allow the transfer of knowledge to current or emerging areas of professional development, with adaptability and self-direction in professional and research processes.
- **CT5** – Exercise active citizenship and individual responsibility with commitment to democratic values, sustainability and universal design based on practices based on learning, service and social inclusion.
- **CT6** – Use different forms of communication, both oral and written or audio-visual, in own language and in foreign languages, with a high degree of correctness in use, form and content.
- **CT7** – Becoming the main actor of the training process itself in view of personal and professional improvement and the acquisition of an integral training that allows learning

and living in a context of linguistic diversity, with diverse social, cultural and economic realities.

SPECIFICS

- **CE5** – Knowing the cultural, social, geopolitical and legislative context of the different world economies as a basis for the development of international business.
- **CE6** – Appreciating the changes that occur in the context of the different international agreements and that affect the economic relations of the different countries and the activity of the companies in international business.
- **CE8** – Identify the economic, cultural, political, legal, demographic and technological environments that can represent opportunities and threats for the development of the activity in international businesses.
- **CE12** – Adapt the different techniques of communication and negotiation depending on the interlocutor and define a clear goal to communicate or negotiate.
- **CE13** – Address and understand the culture and business environment and propose real solutions to specific problems in the management of the people of the organization.

LEARNING OUTCOMES:

- **R1** – Identify the roles, objectives of the various actors and the resources available to them and formulates a competent negotiation strategy.
- **R2** – Using team negotiation skills in conflict resolution in international business.
- **R5** – Collects and interprets data and information on which to base their conclusions, including, if necessary and appropriate, the reflections on issues of social, scientific or ethical in the scope of their field of study.
- **R6** – It acts in the common situations and those that are characteristic of the profession with commitment and responsibility.
- **R7** – Correct oral use of language (verbal and non-verbal) in personal and professional interaction in Catalan, Spanish and English.

- **R8** – It shows skills for the analysis of situations from a global and comprehensive perspective by relating social, cultural, economic and political elements as appropriate.

CONTENTS:

- 1. Features of Negotiation**
- 2. Features in International negotiation**
- 3. Environment context**
 - Economic Environment
 - Socio Cultural environment
 - Political Environment
 - Technological environment
- 4. Cultural types**
- 5. Cultural sources of influences**
- 6. Business environment**
- 7. Third-Party Negotiations**
 - Investigation
 - Mediation
 - Conciliation
 - Arbitration
 - Adjudication
- 8. Reasons for negotiation**
- 9. Persuading, influencing and negotiating skills**
- 10. Managerial Negotiation**
- 11. Commercial Negotiation**
- 12. Legal Negotiation**
- 13. Behaviour Attributes & Negotiation**

14. Individual competences and Skills

15. Levels of communications

- Intrapersonal communication
- Interpersonal communication
- Small group communication
- One-to-group communication
- Mass communications

16. Effective Business Negotiation: Tips

17. Negotiation Team

EVALUATION SYSTEM:

There will be two partial exams that will have a value of 50% of the final grade the remaining 50% will be obtained from three activities, attendance and active participation in class, in addition to the activities oral presentations:

- **Partial Exam I:** 25% - Minimum grade to pass 5/10 (five out of 10). Susceptible of recovery by means of a complementary examination, as long as the student has correctly developed the complete continuous evaluation.
- **Partial Exam II:** 25% - Minimum grade to pass 5/10 (five out of 10). Susceptible of recovery by means of a complementary examination, as long as the student has correctly developed the rest of the continuous evaluation.
- **Activity I:** 10%. Mandatory. Individual work. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation. This work will consist of a written delivery as well as an oral presentation in class. Each student will perform a different activity so that each of the presentations will have associated a debate to delve into the topic discussed.
- **Activity II:** 10%. Mandatory. Individual work. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation. This work will consist of a written delivery as well as an oral

presentation in class. Each student will perform a different activity so that each of the presentations will have associated a debate to delve into the topic discussed.

- **Activity III:** 30%. Mandatory. GROUP work. The student must do it and make the different deliveries on the stipulated dates for the correct monitoring by the teacher and for the correct monitoring of the subject itself and its continuous evaluation by the students. This part will have a value of 20%. The students can make the oral presentation, as long as they have made the partial deliveries of the activity. This part will have a value of 10%. Both parts (written work and oral presentation) are mandatory. Each group will perform a different activity so that each of the presentations will have associated a debate to delve into the topic discussed.

In addition, the teacher will take into consideration the evolution, progress, proactivity, effort and development of the continuous evaluation; besides taking into account the assistance and active participation. An outstanding consideration will be given to the contributions made by the students.

In the event that a student, having correctly developed the practical part of the continuous evaluation, doesn't pass one or both partial exams may have the chance to retake the exam in the complementary period, in order to guarantee the option of improvement.

METHODOLOGY:

This is a classroom subject that combines theoretical knowledge with its implementation. Throughout the class sessions, the teacher will expose contents of the program through the use of different learning methodologies, in addition to performing group-training activities to complement and put into practice the knowledge acquired. In addition, students should carry out individual activities during their personal work hours (activities I and II; other classroom activities).

On the other hand, during the hours of personal work, the students will make a final work of the subject (activity III) that they will have to exhibit at the end of the academic period. For this, the students will have tutoring hours with the teacher in order to supervise and guide the development of the project.

Finally, it is recommended that the student dedicate each week a few hours of personal work to this subject in order to consolidate the knowledge acquired. This personal work will consist on a review of the theoretical aspects treated in class and to complement them with the basic bibliography.

BIBLIOGRAPHY:

- [Available at ESERP's online library] – Lee, C. (2007). *New Rules of International Negotiation. Building Relationships, Earning Trust, and Creating Influence Around the World*. Career Press.
- [Available at ESERP's online library] – Neale, M. (2010). *Negotiation. Myths, Misperceptions and Damned Lies*. Kantola Training Solutions.