## COURSE DATA

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<th>Data Subject</th>
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<tbody>
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<td><strong>Code</strong></td>
<td>35924</td>
</tr>
<tr>
<td><strong>Name</strong></td>
<td>International negotiation</td>
</tr>
<tr>
<td><strong>Cycle</strong></td>
<td>Grade</td>
</tr>
<tr>
<td><strong>ECTS Credits</strong></td>
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<tr>
<td><strong>Academic year</strong></td>
<td>2018 - 2019</td>
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### Study (s)

<table>
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<tr>
<th>Degree</th>
<th>Center</th>
<th>Acad. year</th>
<th>Period</th>
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<tbody>
<tr>
<td>1314 - Grado de Negocios Internacionales/ International Business</td>
<td>Faculty of Economics</td>
<td>4</td>
<td>Second term</td>
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### Subject-matter

<table>
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<th>Degree</th>
<th>Subject-matter</th>
<th>Character</th>
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<tbody>
<tr>
<td>1314 - Grado de Negocios Internacionales/ International Business</td>
<td>33 - International negotiation</td>
<td>Optional</td>
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### Coordination

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
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<tbody>
<tr>
<td>SAORIN IBORRA, MARIA DEL CARMEN</td>
<td>105 - Business Administration &quot;Juan José Renau Piqueras&quot;</td>
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## SUMMARY

Whether you are selling a product or service, attracting an investor, dealing with a supplier or government agency, or resolving a dispute with partners, you are usually negotiating. Moreover, those around you (your stakeholders as well as competitors) are also negotiating. It is crucial in business, especially international business, to make sense of these negotiations and conduct them effectively.

The explosion of international business activities has had a marked impact on our lifestyles, income and on the economic environment in general. Companies are forced to seek international trade and investment opportunities in distant markets. Doing business overseas is, however, still considered to be a difficult task. Often we hear stories about unsuccessful encounters between business executives from different cultures mainly because they are not able to communicate and negotiate effectively with each other.

Treating negotiations as a technique that can be learned and adapted to international business relations, this course deals with three main inter-related themes:

* Conflict resolution
* The cross-cultural communication and management of cultural differences in international business deals
PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree
There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements
Not required

OUTCOMES

1314 - Grado de Negocios Internacionales/ International Business
- Develop the capacity to evaluate and critically analyse international economic phenomena and agents.
- Develop intercultural sensitivity and the ability to adapt to other geopolitical contexts.
- Understand and reflect on socio-economic and political contexts that affect business and economic decision-making in an international environment.
- Understand the structure and functioning of companies and organisations operating in an international context.
- Develop an ethical attitude in business, respecting human rights and the environment both in the country of origin of the company and in the different markets in which it operates.
- Manage relations between the parent companies of multinationals and their subsidiaries.
- Understand the behaviour of economic agents and their interaction in global markets.
- Be able to generate ideas and detect business opportunities in international markets.
- Develop the capacity to prepare and defend reports that contribute to the decision-making of public and private agents.
- Aprender a detectar las desigualdades entre personas para diseñar, implementar y evaluar las políticas pertinentes que faciliten la eliminación de dicha discriminación en empresas e instituciones.

LEARNING OUTCOMES

In accordance with the degree in IB, described learning outcomes for the subject of International Negotiation are several:

- Development of international negotiation skills. Being able to generate win-win outcomes
- Identify the roles and objectives of the various actors in the negotiation process
- Understand the goals of a negotiation process
- Understand how national culture, corporate culture and personality of individuals influence the negotiations
- Develop a creative attitude in the conflict resolution
- Use the skills to negotiate as a team
## DESCRIPTION OF CONTENTS

### 1. Conflict Resolution in International Business
1.1.- Conflict Resolution. Strategy Decision.
1.2.- International Negotiation. Definition and features.

### 2. Key elements in the International Negotiation Process
2.1.- Background factors.
2.2.- Atmosphere.
2.3.- Process: stages and dimensions.
2.4.- Other negotiation models.

### 3. Strategies, styles, behavior and tactics of negotiation in different countries
3.1.- Concept of negotiation strategy, style, behavior and tactics.
3.3.- Impact of the negotiation strategy on outcomes.
3.4.- Typology of negotiation tactics.
3.5.- Negotiation styles in different geographical areas.
3.6.- Ethical aspects in international business.

### 4. Intercultural Differences Management in International Negotiations
4.1.- Concept of culture and sources of cultural differences.
4.2.- Barriers to a successful intercultural communication.
4.3.- Dimensions of the national culture.
4.4.- Dimensions of the organizational culture.
4.5.- Strategy to manage the intercultural negotiations.

### 5. Negotiation Process in International Strategies I
5.1.- Typology of licenses.
5.2.- Key aspects in the international license negotiations. Content, process and outcome.
5.3.- Impact of the negotiation outcome over the implementation of the licenses.

### 6. Negotiation Process in International Strategies II
6.1.- Typology of joint ventures (jvs).
6.2.- Key aspects in the joint venture negotiations. Content, process and outcome.
6.3.- Impact of the negotiation outcome over the implementation of the international joint ventures.

### 7. Negotiation Process in International Strategies III
7.1. - Typology of mergers and acquisitions (M&As).
7.2. - Key aspects in the M&A negotiations. Content, process and outcome.
7.3. - Impact of the negotiation outcome over the implementation of the international M&As.

WORKLOAD

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<tr>
<th>ACTIVITAT</th>
<th>Hours</th>
<th>% To be attended</th>
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<tbody>
<tr>
<td>Theory classes</td>
<td>30.00</td>
<td>100</td>
</tr>
<tr>
<td>Classroom practices</td>
<td>30.00</td>
<td>100</td>
</tr>
<tr>
<td>Development of group work</td>
<td>16.67</td>
<td>0</td>
</tr>
<tr>
<td>Development of individual work</td>
<td>16.67</td>
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</tr>
<tr>
<td>Study and independent work</td>
<td>40.00</td>
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<tr>
<td>Readings supplementary material</td>
<td>16.66</td>
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<td><strong>TOTAL</strong></td>
<td><strong>150.00</strong></td>
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TEACHING METHODOLOGY

In the teaching-learning process of International Negotiation different teaching methods will be used. On the one hand, we use expository teaching methods in the case of the lectures, although in addition other methods will be used (didactic forms of participation) seeking the involvement of students in the teaching-learning process. This second type of methods favors interaction between teacher and student and between the students themselves, and is suitable for generic skills development. The methodology is as follows:

- **Lectures:** we will use mainly the lecture to present the contents of the subject. Moreover, as students will have a more active role in the teaching-learning process and should be empowering in that process, for each topic (unit) they will have a guiding scheme that allows them, through a literature search, the construction of their own study materials. The aim is to develop the following generic skills: analysis and synthesis of information, critical ability, and the ability to learn and work independently.

- **Practical classes:** they allow implement the knowledge acquired in lectures and demonstrate the ability to work in groups and communication and negotiation skills both interpersonal and intergroup. In addition, these sessions are intended to help to improve the ability to organize and plan the work of the student. In particular we will use the case method teaching and other forms, such as the analysis and discussion of readings in class or role-play, using video recordings to simulate negotiations in order to receive feedback.
EVALUATION

Assessment is by examination and coursework. The examination accounts for 70% and the coursework for 30% of the overall assessment. The pass mark is 50 percent. It is required to get 5 points in the theoretical exam to pass the subject.

The coursework consist of two parts (details will be discussed in the first lecture):

- Three case studies on conflict resolution or negotiations (report) (10%). This part is the only one with retrievable character.
- Role-play 1 (Bilateral) plus a report (10%)
- Role-play 2 (Teams) plus a report (10%)

You will be required to complete and hand in all the reports according to the established deadlines. Failure to meet the deadlines, unless justified on grounds of medical illness or other exceptional circumstances, will result in a mark of zero.

All papers should have a cover page. All papers will be evaluated according to 3 main criteria:

- Information Quality
- Persuasiveness (Analysis)
- Presentation

REFERENCES

Basic

Additional
- **Conflict Management and/or Negotiation:**

- **Cultural Differences:**

- **Strategic Alliances:**

- **Mergers & Acquisitions:**