

Course title: **Negotiations in International Business**

Studies: International Business

Course description form (syllabus form)

General data						
Cycle of studies	2024-2027					
Organizational unit	Faculty of Economic Sciences					
Studies	International Business, first-cycle studies					
The profile of education	general academic					
Semester	03					
Mode of studies	full-time					
Type of course	Lecture	Practical session	Laboratory	Conversatorium	Seminar	Project
Number of hours	15	30				
Number of ECTS	3					
Examination	Graded credit					
Language	English					
Content author	Maria Klonowska-Matynia, PhD					
Course objectives						
The aim of the course is for Students to acquire knowledge of the negotiation process, the conditions and principles of effective negotiation and to develop negotiation skills, taking into account the impact of the international environment and cultural differences on the conduct of commercial negotiations and the assessment of their consequences.						
Prerequisites						
Knowledge of the basics of micro and macroeconomic conditions for the functioning and decision-making of economic agents (economic calculation)						
Ability to apply the basic tools of market and enterprise economic analysis						
Student workload						
Class sessions (including assessment) - 45 hours						
Reading literature for classes - 8 hours						
Consultations - 2 hours						
Preparation to classes - 5 hours						
Preparation of presentation - 10 hours						
Preparation for the final assessment - 5 hours						
TOTAL: 75 hours (3 ECTS)						
Short description						
<ol style="list-style-type: none"> 1. Negotiation - basic concepts, essence and conditions for effective negotiation. 2. Negotiation strategies and tactics. 3. Communication model in negotiations. Principles and techniques of group communication in negotiation. 4. Negotiation as a process. Phases of the negotiation process. BATNA. Impasse. Methods of breaking an impasse: mediation, arbitration. Elements of the final contract. 5. Conflict in negotiation. Types of conflict. Effective Conflict Management. Counteraction of Conflicts In Teams. Assertiveness In Conflict Situations. 6. International Negotiations. Concept of culture and basic cultural factors. Basic cultural circles. Criteria for dividing negotiators by cultural diversity. 7. Negotiation Workshop. 						
Learning outcomes						
<p>KNOWLEDGE:</p> <p>W01. Participants have in-depth knowledge of the negotiation process and its role in the functioning of enterprises, corporations, financial markets and entities operating on them, as well as in the conduct of business, with particular emphasis on the international environment, constituting basic general knowledge of social sciences, the discipline of economics and finance, and other scientific disciplines (IB1_W01; IB1_W02)</p> <p>W02. Participants know the terminology connected with the negotiation process, understand the relations between a given organization and its environment, and the possibilities of applying negotiation techniques and strategies in the activity of an enterprise at various levels of management, including under conditions of cultural diversity. (IB1_W02, IB1_W03)</p> <p>W03. Participants know selected methods and tools for obtaining, analyzing, presenting data and modelling social and economic phenomena relevant to the implementation of the negotiation process, including in international conditions (IB1_W04)</p> <p>SKILLS:</p> <p>U01. Participants are able to use the possessed economic knowledge to plan and analyze economic and financial processes for correct interpretation of social phenomena, in order to effectively and efficiently perform managerial tasks in the area of conducted negotiations, including under conditions of cultural diversity. (IB1_U01, IB1_U02)</p> <p>U02. Participants plan and carry out a negotiation process independently and, in a team, using specialist terminology in the field of negotiation, using communication skills and appropriate negotiation tactics, as well as basic information and communication techniques supporting the decision-making process in a company in the field of conducted negotiations, including in an international environment (IB1_U02, IB1_U03,</p>						

IB1_U04)

COMPETENCIES:

K01. Participants are able to critically evaluate and update the knowledge and to consult experts in solving problems related to the negotiation process in this international setting (IB1_K01, IB1_K02)

K02. Participants are ready to think in an entrepreneurial manner, to act in an ethical and legal manner in his/her decisions, bearing social and environmental responsibility and consequently taking care of the interest of the common good upholding the ethos of the profession also in international conditions (IB1_K03, IB1_K04)

Form of verification

Lecture: Graded credit

Practical session: Graded credit

Detailed data

Type of course: Lecture

Bibliography

Bibliography:

1. SZKUDLAREK, Betina, et al. Communication and culture in international business—Moving the field forward. *Journal of World Business*, 2020, 55.6: 101126.
2. DRUCKMAN, Daniel; WAGNER, Lynn. The role of issues in negotiation: Framing, linking, and ordering. *Negotiation Journal*, 2021, 37.2: 249-278.
3. DE OLIVEIRA DIAS, Murillo. The Four-Type Negotiation Matrix: A Model for Assessing Negotiation Processes. *British Journal of Education (BJE)*, 2020, 8.5: 40-57. FISHER, Glen. *International Negotiation. A Cross-Cultural Perspective*. Intercultural Press, Inc., PO Box 768, Yarmouth, ME 04096, 1980.

Supplementary:

1. Powell, M, *International negotiations*, Cambridge: Cambridge University Press, 2013.
2. ZHANG, Tingqin; ZHOU, Hui. The significance of cross-cultural communication in international business negotiation. *International journal of business and management*, 2008, 3.2: 103-109.
3. BENETTI, Sara; OGLIASTRI, Enrique; CAPUTO, Andrea. Distributive/integrative negotiation strategies in cross-cultural contexts: A comparative study of the USA and Italy. *Journal of Management & Organization*, 2021, 27.4: 786-808.

Range of content

1. Negotiation as a process - basic definitional perspectives. The essence and conditions of effective negotiation.
2. Basic negotiation strategies. Cooperative strategy. Positional bargaining. Negotiation styles: hard, soft, Harvard.
3. Verbal and non-verbal communication in negotiations. Model of communication. Channels of communication. Tools of communication. The role of communication in the negotiation process.
4. Negotiation as a process. Phases of the negotiation process: pre-negotiation, proper negotiation, renegotiation. Elements of the final contract.
5. Conflict in negotiation. Types of conflicts. Ways in which people react in conflict situations. Integrating actions.
6. Assertive behavior principles in conflict situations.
7. International negotiations. The concept of culture and basic cultural factors. Basic cultural circles. Criteria for dividing negotiators due to cultural diversity. Barriers and the role of cultural differences in the negotiation process.

Didactic methods

1. Lecture using multimedia techniques
2. Lecture with elements of discussion.
3. Lecture with elements of activating tasks.
4. Conversation lecture.
5. Use of educational content from the Internet resources or videos.
6. Use of skills acquired within the project Modern teaching methods and techniques in the didactic process.

Assessment methods and assessment criteria

1. Credit of the lecture in written form on the material discussed during the lectures

Assessment criteria:

55% - sufficient

65% - satisfactory plus

75% - good

85% - good plus

95% - very good

2. Attendance and activity are also taken into account in the final lecture grade. Attendance of at least 90% increases the grade by half a grade, assuming a pass in the credit test. Activity is assessed on the basis of the participant's engagement in class and participation in discussions.

Detailed data

Type of course: Practical session

Bibliography

Bibliography:

1. SZKUDLAREK, Betina, et al. Communication and culture in international business—Moving the field forward. *Journal of World Business*, 2020, 55.6: 101126.

2. DRUCKMAN, Daniel; WAGNER, Lynn. The role of issues in negotiation: Framing, linking, and ordering. *Negotiation Journal*, 2021, 37.2: 249-278.
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Range of content

1. Negotiation: planning the process and outcome. Sources of power in negotiation. Ethics: honesty and dishonesty in negotiation - moral dilemmas in negotiation. Performance calculus in negotiation.
2. Negotiation tactics (selected). Ways of defense against dishonest tactics.
3. Group communication principles and techniques and their role in the negotiation process. Advantages and disadvantages. Conditions for effective communication in negotiations.
4. Negotiation as a process. Negotiation planning. BATNA. Impasse. Methods of breaking an impasse: mediation, arbitration.
5. Assertive behavior techniques.
6. International negotiations. Characteristics of selected cultural circles based on selected criteria for the division of negotiators due to cultural diversity. Group or individual presentations.

Application of knowledge and skills in workshops, case studies, tests of competences relevant to the negotiation process (also on-line communication system).

Didactic methods

1. Discussion
2. Competence tests
3. Work with article
4. Speeches with presentation (individual or in a team)
5. Activating tasks
6. Workshops
7. Case studies
8. Content and videos and internet resources
9. Using the skills acquired within the Modern Teaching Methods and Techniques project in the teaching process.

Assessment methods and assessment criteria

Exercise assessment based on:

1. Evaluation of the speeches (presentations) in terms of the use of economic knowledge to explain and interpret the problems of the enterprise in the area of international negotiations based on domestic and foreign literature, netography and socio-economic data sources.
2. The substantive assessment concerns: compliance of the presentation with the topic, connection to examples from the business environment, selection of materials and sources, cooperation in a team, division of tasks in the team, implementation of assigned tasks, the manner of presentation and speech, participation and contribution to other discussions and speeches, asking questions during speeches, activating other members of the group, attempted discussion, exchange of presenting positions and arguments.

Final marks for speeches and presentations: sufficient, good, very good. Half marks are allowed.

3. Assessment of social competence takes into account student attendance and activity. Evaluation of activity during workshop classes on the basis of participation in discussions and workshop and activity exercises. Possibility to increase the final grade by half a grade on the basis of three activities. Attendance - the evaluation takes into account the attendance in class - min. 90% attendance in class.

Final exercise grade: sufficient, good, very good. Acceptable half grades.