

<b>Course identification :</b>	- Teaching unit : TU1 SME specific issues - Module : Entrepreneurship - Subject : Negotiation	<b>ECTS credits : 5 credits, together with Entrepreneurship</b>	<b>Semester : autumn Teaching hours : 18 Full workload : 63 hours</b>
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<b>Objectives of the course :</b>	<p>This course aims to enable the students to conduct business negotiations in an international context. At the end of the course, students are expected:</p> <ol style="list-style-type: none"> <li>1. To be aware of the importance of cultural differences in business negotiations.</li> <li>2. To identify the process of a sale and the main sales techniques.</li> <li>3. To be familiar with techniques to cope with conflicts in business negotiations and close sales.</li> <li>4. To adapt a business negotiation strategy to the characteristics of each foreign market.</li> </ol>
<b>Prerequisites :</b>	Basic knowledge in sales technique Intermediate English (CEF: B1)
<b>Course contents :</b>	<ol style="list-style-type: none"> <li>1. Introduction: the aim of negotiation</li> <li>2. Cross-cultural context / basic concepts</li> <li>3. Sales technique / process of a sale, learning by doing: role playing</li> <li>4. Negotiation / closing deals, learning by doing: role playing</li> <li>5. Conclusion: a framework to negotiate in a sound context</li> </ol>
<b>Evaluation :</b>	50% Role playing / 50% Case study
<b>Recommended bibliography (not compulsory):</b>	<p>Ghauri, P.N.; Usunier, J.C. (2003). International Business Negotiations, 2<sup>nd</sup> edition. Pergamon Press, London.</p> <p>Helmold, M.; Dathe, T.; Hummel, F.; Terry, B.; Pieper, J. (2020). Successful International Negotiations. A Practical Guide for Managing Transactions and Deals. Springer Nature Switzerland AG, Cham.</p> <p>Katz, L. (2017). The Global Business Culture Guide: Hints and Caveats for Doing Business in 50 Countries Around the World. CreateSpace.</p>
<b>Remarks :</b>	This course is articulated together with an entrepreneurship course by a consistent role playing game.