

Module no.	311		
Title	Essential Strategies and Skills for Cross-Cultural Negotiation		
Applicability	Advanced communication and and negotiaton skills for all business specialties		
Module type	Elective		
Language	English		
Teaching method	Seminar	Frequency	Block
Semester	4		
SWS	4		
ECTS Credits	5	Workload	50/40/40/20
Corresponding courses	None	Prerequisite knowledge	English B 2
Assessment	Case analyses, exam, team negotiation and individual negotiation reflection	Permitted aids	None
Responsible person	Prof. Dr. Schweitzer		
Teaching staff	Dr. Anke Arnaud		

Learning Objective:

Business activities take place in a global economy where diverse cultures and economic systems continuously meet and collide. To manage these transactions effectively, develop sustainable cross-cultural relationships and promote a sustainable global economy it is important to learn how to negotiate effectively across cultures and systems. This course introduces student to essential negotiation strategies and skills. Students also learn about culture, barriers to effective cross-cultural communication and relationships and how to overcome those. The course applies evidence-based teaching methodology and active learning strategies to engage students in the learning process. It culminates in a World Climate Negotiation Simulation involving the application of strategies and skills learned during the semester.

Content:

- Understand and apply strategies and skills of effective negotiation,
- Remember the foundations of effective negotiation,
- Define the steps of the negotiation process,
- Describe culture and cultural dimensions,
- Understanding how culture impacts perception, communication, and decision-making in negotiation,
- Identify and manage barriers to cross-cultural communication and negotiation,
- Analyze and evaluate negotiation – and when to walk away from a negotiation.

Expected Assessment:

1. Active participation in class and team discussions
2. Evaluation and generation of case analyses through class presentation and discussion
3. Presentation and discussion of assigned readings
4. Final reflection of team negotiation

Literature/Reading Assignments:

Fisher, R., Ury, W., & Patton, B. (2011). *Getting to yes: Negotiating agreement without giving in*. New York, N.Y: Penguin Books. ISBN: 978-0-14-311875-6

Ury, W. (1993). *Getting past no: Negotiating in difficult situations*. New York: Bantam Books.

Bazerman, M. H., & Neale, M. A. (1992). *Negotiating rationally*. New York: Free Press.

Cases used for class discussion and analysis will be made available for purchase at beginning of semester.

Other readings may be distributed during the semester.