

Intercultural Management Business Negotiation

Niveau d'étude
Bac +5

Composante
**Institut d'Administration
des Entreprises (IAE)**

Période de l'année
Semestre 9

En bref

- # **Langue(s) d'enseignement:** Anglais
- # **Organisation de l'enseignement:** Formation initiale
- # **Ouvert aux étudiants en échange:** Oui
- # **Référentiel ERASMUS:** Gestion et administration

Présentation

Description

The introductory course on cultural differences is meant to familiarize students with the cultural models which effect international/ intercultural exchanges. Special emphasis is placed on the cultural models according to the preeminent authors and several case studies are used to illustrate the models. Then the student will discover and assimilate the specific stakes of business negotiation and international business negotiations in particular since skillfully managing intercultural differences is a key success factor.

Heures d'enseignement

CM	CM	18h
TD	TD	6h

Programme détaillé

INTERCULTURAL MANAGEMENT BUSINESS NEGOTIATION: Using clear cases the students will learn the basic theories of intercultural models according to Edward T. Hall, Geert Hofstede, Fons Trompenaars and Richard Lewis, et al. Themes covered

are time, the organization of space, interpersonal relations and management norms, among others. And

PART 1 - General introduction about international negotiation

Appraisal of the students' background regarding negotiation

What negotiation is and what it is not (or should not be). The assertiveness x compromise matrix

Reputation of the French negotiators over the world

PART 2 – Preparation of an international negotiation process

I - Practical aspects preparation

II - Analysis of the counterpart's mindset

III - Analysis of the power structure

IV - Review of stakes

V – The negotiation matrix

PART 3 – How to monitor an international negotiation process

I – Main negotiation tactics and behaviours

II – From an arms-length negotiation to a business partnership

III – Business cases analysis

Compétences visées

The students should be able to identify the cultural differences that could cause problems and choose the proper procedures for managing intercultural teams or negotiating across borders. They should be able to use this information to succeed in the subsequent module on International Negotiation by identifying the zones in which cultural norms would allow consensus and those in which conflict could arise. They should be able to propose successful strategies to attenuate cultural differences. So in other words: Increase the students' skills in business negotiation

- Discover and assimilate the specific stakes of business international negotiation
- Get insight into the main negotiation concepts
- Analyze a situation : stakes, power distribution
- Elaborate a negotiation process : goals, concessions, negotiation matrix
- Tactics and behaviour to negotiate successfully
- Ability to adapt the attitudes and behaviours to the counterpart's culture
- Analyze business negotiation cases
- Negotiation-related English vocabulary

Bibliographie

Cross Cultural Dialogs: 74 Brief Encounters with Cultural Difference, Craig Storti, Intercultural Press, Nicholas Brealey Publishing, 1994;

Cultures and Organisations, Geert HOFSTEDE, McGraw Hill, 1991;

La dimension cachée, E.T. HALL, Points Essais, 1971;

Outliers, Malcolm Gladwell, Penguin Group, 2008 and also :Business Negotiations, MOAL-URVOAS G., De Boeck, 2014

The Intelligent International Negotiator, KARSAKLIAN E., Business Expert Press, 2014

The Negotiation Book, GATES S., Wiley, 2016

Documentary : French Bashing, PERETIE J-B, 2015.

Infos pratiques

Lieu(x)

Poitiers-Centre Ville

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