

Intercultural management business negotiation

#	Composante	#	Volume horaire
	Institut d'Administration des Entreprises (IAE)		16.0

En bref

- # **Langue(s) d'enseignement:** Anglais
- # **Méthode d'enseignement:** En présence
- # **Organisation de l'enseignement:** Formation initiale
- # **Ouvert aux étudiants en échange:** Non

Présentation

Description

Cross cultural negotiation is about how foreign business partners close deals. It involves looking at all factors that can influence the proceedings to gain an understanding of the nature of different cultures.

The course aims at providing students with the basis of relationships, information needed when negotiating and negotiation styles.

Several hand-outs and case studies are given to the students.

Course prerequisites Basic notions in Communication and Negotiation

Heures d'enseignement

Intercultural management business negotiation - CM	CM	16h
---	----	-----

Syllabus

* Session 1 (3h)

INTRODUCTION

CHAP. 1 : CULTURE & MANAGEMENT

- a) Determinants of culture
- b) Dimensions of culture in business
- c) Cultures & Management styles

* Session 2 (3h)

CHAP. 2 : CULTURE & ORGANISATIONS

- a) Culture & corporate structures
- b) Culture & strategy
- c) Cultural diversity in organisations

* Session 3 (3h)

CHAP. 3 : INTERCULTURAL MARKETING
COMMUNICATION

- a) Intercultural commerce and Networks in business markets

b) Sales force management in cross-cultural perspective

c) Public relations across cultures

* Session 4 (3h)

CHAP. 4 : CROSS-CULTURAL NEGOCIATION

a) The problem of culture in conflict resolution

b) Cultural variables and negotiation

c) Developing intercultural effectiveness

* Session 5 (3h)

CHAP. 5 : NEGOTIATING INTERNATIONALLY

a) Inter-cultural negotiation process, Intercultural negotiation strategies

b) Agent-Principal issues in negotiation

c) Sitting around the table

* Session 6 (3h)

CHAP. 6 : DEVELOPING INTERCULTURAL RELATIONSHIPS

a) Benefits and Challenges of Intercultural Relationships

b) Cultural differences in Relationships development

c) Relationships across differences

d) Grading system Continuous assessment: 100% Team assignment / case study 50% Individual text analysis 50%

MACKENZIE I., Intercultural Negotiations, Routledge éditions, 2011.,

MARTIN, J.N., NAKAYAMA, T.K., Intercultural communication in contexts. 4th Edition. Mountain View, CA: Mayfield, 2007.,

STARKEY B., BOYER M.A., WIKENFELD International Negotiation in a Complex World, Rowman & Littlefield Publishers, 3rd edition, 2010,

USUNIER J-C, LEE A., Marketing Across Culture, 5th edition, Prentice Hall, 2009.,

WIBAUT M., Intercultural Negotiation: A Guide to Preparing, Conducting and Closing an International Negotiation, Management Books 2000 Ltd, 2012.

Infos pratiques

Lieu(x)

Poitiers-Centre Ville

En savoir plus

<https://iae.univ-poitiers.fr/>

Bibliographie

BROWAEYS M-J., PRICE R., Understanding Cross-cultural Management, Financial Times/ Prentice Hall, 2008.,

GHAURI P., USUNIER J-C, International Business Negotiations, 2nd edition, Pergamon/Elsevier: Oxford, 2003.,