

Module/Course Description/Syllabus

Module:	International Business Negotiations in English		
Module courses:	International Business Negotiations - topic related course International Business Negotiations - English language related course		
Course Title:	International Business Negotiations in English		
Recommended alternative module or courses:			
Course of studies:	Information Management Automotive		
HISinOne Code:	2140600		
Study Cycle:	<input type="radio"/> first	<input type="radio"/> second	<input type="radio"/> third
Frequency:	<input type="radio"/> winter term	<input type="radio"/> summer term	<input checked="" type="radio"/> each semester
Language competence Level: <input checked="" type="checkbox"/>			
Responsible for the Module/Course:	Prof. Dr. Ulrike Reisach		
Lecturer/s:	Prof. Dr. Ulrike Reisach and Julia Bilich		
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory	
Mode of delivery:	Lecture / presentation and case studies		
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course: 4th semester
Teaching Methods:	Lecture / presentation and case studies	Volume: hours per semester week	04
Work parameters:	Contact hours in lecture form 60	Excercises (hours) 10	Self-studies (hours) 50
			All together (hours) 05
Number of Participants:	30	Length of programme:	1 semester
Use for other studies:	Other business studies with international negotiations		

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<p>Prerequisites:</p>	<p>Independent user of English = Level B2 (Common European Framework or equivalent) and confidence in spoken and written ability in English</p> <p>Basic courses on business</p> <p>Both courses have to be taken: English for Negotiations and International Business Negotiations (2 weekly contact hours each)</p>
<p>Learning outcomes:</p>	<p>At the end of the course (topic based part) students can:</p> <ul style="list-style-type: none"> • name organizations and major business/policy issues relevant for international trade in the automotive industry • understand the interests and intercultural dynamics of interaction between negotiating parties • recognize explicit and implicit values, beliefs and agendas as well as legal and ethical issues and develop an appropriate negotiation strategy • develop criteria for decision making and suggestions for constructively dealing with (potential) conflicts and crises <p>At the end of the course (language based part) students can:</p> <ul style="list-style-type: none"> • understand and react appropriately to the language signals in the process of negotiations • deal effectively with the correspondence related to setting up negotiations and to the final outcome <p>At the end of both parts of the course students ...</p> <ul style="list-style-type: none"> - can set out clearly their own negotiating objectives and to understand those of other participants - are aware of their own negotiating culture and react appropriately to those of others - can persuade and convince other negotiators, both those in their own team and on the other
<p>Content:</p>	<p>Topic-based</p> <ol style="list-style-type: none"> 1. Basics and Framework Conditions for International Business Negotiations (forms of negotiations, different types of negotiation situations in the Automotive Industry) 2. Negotiation Strategies and Tactics 3. Ethical and Legal Aspects of International Negotiations 4. Intercultural Differences in Thinking-, Communication-, Leadership- and Negotiation Styles 5. Decision Making Processes: Intuition and Ratio in International Contexts 6. Dealing with Conflicts and Crises <p>Language-related</p> <ol style="list-style-type: none"> 1. Preparation for negotiations (team roles) 2. Establishing good working relationships 3. Making proposals 4. Bargaining 5. Using questioning techniques 6. Dealing with conflict 7. Closing negotiations

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<p>Examination Regulations:</p>	<p>Language & topic-based: Oral exam during a negotiation simulation, with strategy preparation and additional questions (total 60 minutes)</p>
<p>Assessment methods/ components:</p>	<p>Task group 1 of the written exam: Knowledge reproduction on key concepts of external CC (20%)</p> <p>Task group 2: of the written exam: Application of tools and assessment criteria on company cases and adaptation to case specifics in order to reach at conclusions and well-grounded recommendations (80%)</p>
<p>Assessment criteria:</p>	<p>Marks 1.0-1.4-1.7: Outstanding or exemplary performance in the following areas: interpretative ability; intellectual initiative in response to questions; mastery of the skills required by the subject, general levels of knowledge and analytic ability or clear thinking.</p> <p>Marks 2.0-2.3: Usually awarded to students whose performance goes well beyond the minimum requirements.</p> <p>Marks 2.7-3.0: Usually awarded to students whose performance goes beyond the minimum requirements and is characterised by a strong performance in some of the listed capacities.</p> <p>Marks 3.3-3.7-4.0: Usually awarded to students whose performance meets the requirements set for work provided for assessment.</p> <p>Mark 5.0: Usually awarded to students whose performance is not considered to meet the minimum requirements set for particular tasks. The fail grade may be a result of insufficient preparation, of inattention to assignment guidelines or lack of academic ability. A frequent cause of failure is lack of attention to subject or assignment guidelines.</p>
<p>Planned learning activities and teaching methods:</p>	<p>Specific lecture notes via data projector / Power Point</p> <p>Interactively developed content via whiteboard/visualizer</p> <p>Exercises on company case studies (by participants as prerequisite for admission to the final exam)</p> <p>Case studies and readings provided on the university's e-learning platform, films visualizing specific negotiation situations</p>

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<p>Required reading and other learning resources/tools:</p>	<p>Case studies and readings provided on the university's e-learning platform, films visualizing specific negotiation situations</p> <p>Ghauri, PN and Unsunier, JC: International Business Negotiations, Emerald, Bingley/UK, latest edition</p> <p>Lewicki, R, Barry, B, and Saunders, DM: Essentials of Negotia-tion, McGraw Hill: International Edition, latest edition</p> <p>Powell, Mark: International Negotiations (CUP)</p> <p>Tomalin, Barry: Key business skills (Collins)</p>
<p>Recommended reading and other learning resources/ tools:</p>	<p>Brett, JM: Negotiating Globally. How to negotiate deals, solve disputes and make decisions across cultural boundaries, J. Wiley & Sons, latest edition</p> <p>Fisher, R & Ury, W: Getting to Yes: Negotiating Agreements without Giving In, Random House, latest edition</p> <p>Rodgers, D: English for international negotiations (Klett)</p> <p>Wallwork: Meetings, Negotiations and Socializing (Springer)</p>
<p>Document Version:</p>	<p>1</p>
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<p>Document was created by:</p>	<p>Prof. Dr. Ulrike Reisach</p>
<p>Valid from:</p>	<p></p>
<p>Updated:</p>	<p> by </p>
<p>Additional information:</p>	<p>The course aims to give students a deeper insight into how negotiations may function in an international context. The course is taught in English throughout and will be divided into two parts: topic-based, focusing on international negotiations, their intercultural characteristics as well as decision-making processes, ethical aspects and conflict/crisis management, and language-based, focusing on the use of English within the context of international negotiations.</p>