DONGGUAN UNIVERSITY OF TECHNOLOGY

School of Economics and Management

Course Syllabus

Fall 2018

Instructor Information

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| Instructor | Xinyao Huang |
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| WeChat/QQ | 542016615 |
| Office | 3207 Guancheng Campus |
| Office Hours | By Appt. |

Student Information

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| Entry Year | 2017 |
| Level | Undergraduate |
| Major | International Economics and Trade (International Business Industry-University International Program) |

Course Information

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| Course Code | 086473 |
| Course Title | International Business Negotiation |
| Course Category |  Compulsory ☐Elective |
| Credit(s) | 2 |
| Total Hours | 36 |
| Hours per week | 2 |
| Practical Hours | 18 |
| Lab Practice Hours | 0 |
| Classroom | 6308 Guancheng Campus |
| Time | Friday 8:30-10:10 |
| Required Textbook | Claude Cellich & Subhash C. Jain: Practical Solutions to Global Business Negotiations. China Renmin University Press, 2013. |
| Supplementary Materials | Roy J. Lewicki & Bruce Barry: International Business Negotiation. China Renmin University Press, 2017. |
| Prerequisites | Management |

Assessment and Grading

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| Assignments | Percent of Final Grade |
| Attendance & Participation | 25% |
| Discussion & Performance | 25% |
| Final Project (Simulate International Business Negotiation) | 50% |
| Total | 100% |

Course Description

International Business Negotiation is a course which offers the basic definitions, processes, and strategies of negotiations in the context of international business, as well as some other related concepts and rationales in social exchange and cultures. In this course, some topics such as what is negotiation, to whom negotiate, why to negotiate and how to negotiate are demonstrated and discussed. As negotiation is an activity in human communication in social life, some cases on successful and unsuccessful negotiations are presented and analyzed, through which the important principles and tactics are proved to be significant and necessary.

Course Objectives

Students are required to obtain the following skills:

1. Understand the basic knowledge and theoretical viewpoints of business negotiation.
2. Master the basic principles and methods of business negotiation
3. Cultivate their practical ability to engage in marketing and business negotiation.
4. Use the concepts of business negotiation to analyze cases in reality.

Course Expectations

Attendance - Attendance at and preparation for every class is expected. Please talk to me in advance if you need to miss a class, as I may be able to help you avoid being absent. I am willing to consider reasonable explanations in advance for why you can't attend class, but each unexcused absence reduces your grade. Missing three classes, sessions, or group meetings during class hours may result in your failing the course.

For every absence, including excused ones, you are required to:

* First, complete all readings and preparation for the class, then
* Talk to a classmate who did attend class, getting detailed notes and a debriefing from them by the end of the next day.

Participation - Make sure you are prepared for each class, having read assigned readings and thought about how they relate to the class content and your own project. As you know, case preparation requires going beyond simply reading the assigned material—you'll need to ponder the case and prepare your thoughts to enable the best class session possible.

Preview & Review - Students should expect to spend several hours per week on this course. To succeed, students must complete course work, read each chapter, engage in class discussion and lecture, carefully read each chapter and outline the chapters and summarize the cases in the book as assigned. This will require a time commitment from you, one that may exceed 1.5 hours of work per week in addition to studying for exams. At a minimum, students should read the textbook, attend class lectures, complete the assigned homework, complete all exams, and ask questions.

Lecture Schedule

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| --- | --- | --- |
| Week/Date | Topic | Required Reading and Assignments |
| 1/Sep.7 | The nature of negotiation. | Chapter 1. overview of global business negotiations |
| 2/Sep.14 | International and cross-cultural negotiation | Chapter 2. role of culture in cross-border negotiations |
| 3/Sep.21 | International and cross-cultural negotiation | Chapter 2. role of culture in cross-border negotiations |
| 4/Sep.28 | Negotiating style | Chapter 3. selecting your negotiating style |
| 5/Oct.5 | Get ready for negotiation | Chapter 4. pre-negotiations planning |
| 6/Oct.12 | The beginning of negotiation | Chapter 5. initiating global business negotiations: making the first move |
| 7/Oct.19 | Concession identification, information exchange, concession patterns | Chapter 6. trading concessions |
| 8/Oct.26 | Pricing setting, price factors | Chapter 7. price negotiations |
| 9/Nov.2 | Methods and time to close a negotiation | Chapter 8. closing business negotiations |
| 10/Nov.9 | Case study | Cases |
| 11/Nov.16 | Restart a negotiation  Case study: discussion in groups | Chapter 9. undertaking renegotiations |
| 12/Nov.23 | Basic models of communication, how people communicate in negotiations | Chapter 10. communication skills for effective negotiations |
| 13/Nov.30 | Skills of negotiations | Chapter 11. demystifying the secrets of power negotiations |
| 14/Dec.7 | Negotiation on the internet | Chapter 12. negotiating on the internet |
| 15/Dec.14 | The gender/culture divide | Chapter 13. overcoming the gender divide in global negotiation |
| 16/Dec.21 | Strategies for small enterprises negotiating with large firms | Chapter 14. strategies for small enterprises negotiating with large firms |
| 17/Dec.28 | Final presentation |  |
| 18/Jan.4 | Final presentation |  |

Practice Schedule

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| Week/Date | Topic | Required Reading and Assignments |
| 2/Sep. 14  (One hour) | Case study of Chapter 2 | Chapter 2, role of culture in cross-border negotiations |
| 3/Sep.21  (One hour) | Case study of Chapter 2 | Chapter 2, role of culture in cross-border negotiations |
| 4/Sep.28  (One hour) | Case study of Chapter 3 | Chapter 3. selecting your negotiating style |
| 5/Oct.5  (One hour) | Case study of Chapter 4.5 | Chapter 4. pre-negotiations planning  Chapter 5. initiating global business negotiations: making the first move |
| 7/Oct.19  (One hour) | Case study of Chapter 6 | Chapter 6. trading concessions |
| 8/Oct.26  (One hour) | Case study of Chapter 7 | Chapter 7. price negotiations |
| 9/Nov.2  (One hour) | Case study of Chapter 8 | Chapter 8. closing business negotiations |
| 10/Nov. 9  (Two hours) | Case study A-D | Case study of textbook |
| 12/Nov. 16  (One hour) | Case study of Chapter 9 | Chapter 9. undertaking renegotiations |
| 17/Dec. 28  (One hour) | Case study of Chapter 10 | Chapter 10. communication skills for effective negotiations |
| 12/Nov.  (One hour) | Case study of Chapter 11 | Chapter 11. demystifying the secrets of power negotiations |
| 12/Nov.  (One hour) | Case study of Chapter 12 | Chapter 12. negotiating on the internet |
| 12/Nov.  (One hour) | Case study of Chapter 13.14 | Chapter 13. overcoming the gender divide in global negotiation  Chapter 14. strategies for small enterprises negotiating with large firms |
| 17/Dec.28  (Two hours) | Group Presentation | Preparing for the simulate international business negotiation |
| 18/Jan. 4  (Two hours) | Group Presentation | Final Simulate international business negotiation |
| Total hours | 18 | |
| Date:  Reviewed by  Signature  Director of  Department of International Business and Management | | |