

LINKÖPINGS TEKNISKA HÖGSKOLA
Tekniska fakultetskansliet

FÖRSLAG TILL UTBILDNINGSNÄMND INFÖR ÅR _____

NÄMND/NÄMNDER: I-linjen

Förslagsställare (Namn, funktion, Inst/Enhet)

Hossein Dadfar, professor, Industriell marknadsföring, EKI (Via Claes Moberg Studierektor)

FÖRSLAGET GÄLLER:

a) EXISTERANDE KURS (Ange kurskod och kursnamn)

b) NY KURS (Ange kursnamn, årskurs, önskad läsperiod, schemablocksplacering. Bifoga utkast till kursplan.)

**International Business Negotiation and Communication Techniques
(3 Credit points)**

c) ÄNDRING I EXISTERANDE PROFIL/INRIKTNING (Ange Program och Profil/Inriktning. Bifoga beskrivning över vad förslaget går ut på.)

Den kan förslagsvis placeras i högre årskurs på I-linjen dvs årskurs 3 och 4 och då helst i ht1 .

Eftersom den skall gå på engelska vänder sig den också till utländska studenter.

d) NY PROFIL/INRIKTNING (Ange Program och Profilnamn. Bifoga utkast till Profilbeskrivning.)

e) ÖVRIGT (Bifoga beskrivning över vad förslaget går ut på.)

UTBILDNINGSNÄMNDENS BESKED:

FÖRSLAGET I DETALJ:

International Business Negotiation and Communication Techniques (3 Credit points)

Aim: The central aim of this course is to provide the students with skills and knowledge necessary for effective business negotiation and communication in general and in an international and complex context in particular.

Course contents: The course contains theories, analytical tools, techniques, conceptual models, tactics and strategies for carrying out successful business negotiation and intercultural communication:

- Theoretical foundation of negotiation and conflict resolution
- Perspectives on negotiation: game theory perspective, power perspective, social interaction perspective.
- Negotiation process: critical negotiation process steps.
- Negotiation strategies: competitive/distributive strategy, collaborative/integrative strategy, accommodative strategy, forcing strategy.
- The pros and cons of different negotiation strategy.
- Culture, and intercultural communication
- Communication skills, communication styles, how to persuade/influence the other party/ies, influencing strategies.
- Planning and preparation for negotiation: how to identify the problem, how to prioritize the issues, how to map the parties' negotiation behavior? How to collect and analyze data surrounding the situation? How to set your objectives, strategies and tactics? How to identify the concessions you can make, how to identify the concessions you expect to get, preparation checklist and planning tools will be introduced here.
- Overcoming impasse: altering techniques.
- Negotiating Process-meeting phase: home or away / authority and power/ opening / order of subject matter / use of targets / creating atmosphere.
- Contracting: the principles of international agreements/the critical areas of written agreement/ Negotiating with team: team building/ consensus/leadership/
- Implication: how to negotiate business with Arabs?
- Implication: how to negotiate business with Europeans, e.g. Germans.
- Implication: how to negotiate business with Chinese.

Organization:

The course is built upon a series of lectures, project work, seminars and role play

Examination:

The course will be examined by both written examination and project work

Example of Course Literature

- Chaney, L. H. (2004) Intercultural Business Communication, 3/E, Prentice Hall
- Gelfand, M. J. and Brett J. M. ed. (2004) The Handbook of Negotiation: Theoretical Advances and Cross Cultural Perspectives, Stanford, Calif: Stanford Business Books
- Ghauri P. N. and Usunier J.C., ed. (2003) International business negotiations, Boston: Pergamon, cop
- Lewicki, R.J., et al. (2003) Negotiation, McGraw-Hill
- Neuliep, J.W. (2003) Intercultural Communication: A Contextual Approach, Houghton Mifflin.
- Reardon, K. Becoming a Skilled Negotiator, John Willey & Sons.
- Silberman M. L. (2004) How to Resolve Conflict Effectively, San Francisco, Calif.: Jossey-Bass.
- Thompson, L.L. (2005) The Mind and Heart of Negotiator, 3/E, Prentice Hall.

Course language: English.

Examiner: Hossein Dadfar