

Syllabus
IBU2132E International Management and Negotiation Skills
Prof. Dr. Kerstin Bremser
Winter Term 2023/24

Level	Bachelor	
Credits	2 ECTS	
Student Contact Hours	2 SWS	
Workload	The workload for this course is 60 hours	
Prerequisites	Students should have completed all the foundation courses in management.	
Time	Thursday, 09.45 – 11.15	
Room	W1.5.03	
Start Date	12.10.23	
Lecturer	Name	Prof. Dr. Kerstin Bremser
	Office	W2.3.26 OR W1.2.24
	Virtual Office	https://app.alfaview.com/#/join/alfaview-wur/8a29ddbf-66d5-4576-9a85-3350212dc485/576998e2-d7e9-4229-99aa-88b6af0592ca
	Colloquium	Monday, 15.30 – 17.00
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Summary

This course intends to broaden the view on different business cultures and at the same time teaches students the necessary tools to succeed in international negotiations. It will therefore touch upon the theories of intercultural communication, intercultural management and negotiation skills.

Students will acquire good knowledge of business cultures in different countries / regions.

Outline of the Course

During a semester 15 sessions are available to consider the following main topics:

Session	Topic
1	Introduction (p. 22) Rug negotiation
2	The language of negotiation / Communication in Negotiations (p. 52) Moodle Quiz Bargaining ranges
3	Burma lemons Conflict and Dispute Resolution (p. 78) Moodle Quiz: Apologies / Conflicts
4	Distributive negotiations (p. 96)
5	Distributive negotiations (p. 111) Car Sales
6	Integrative negotiation (p. 122) Puzzle
7	International negotiation (p. 147)
8	Construction Chemicals Multiparty negotiation (p. 165)
9 / 10	Indian Steel Ltd. or Malutta
11 / 12	Multisumma
13 / 14	Exam preparation for international students

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...		After completion of the course the students will be able...	Non-Graded Examination
			Individual
			100%
1 Expert Knowledge			
1.1	...to demonstrate their distinguished and sound competencies in General Business Administration.	... to apply the basic theories of cross-cultural management and negotiation techniques.	X
1.5	...to demonstrate profound expert knowledge in their field of specialization.	... to apply their good knowledge of negotiation techniques in different countries / regions.	X
2 Digital Skills			
3 Critical Thinking and Analytical Competence			
3.1	...to implement adequate methods in a competent manner and to apply them to complex problems.	... to analyse possible negotiation outcomes and try to achieve them.	X
3.2	...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	... to use simulation to train negotiation techniques and intercultural competent behavior.	X
4 Ethical Awareness			
	...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	... to experience dilemmas faced by companies when dealing with business partners of other cultures.	X
5 Communication and Collaboration Skills			
5.2	...to demonstrate their oral communication skills in presentations.	... to negotiate individually in different settings.	X
5.3	...to work successfully in a team by performing practical tasks.	... to negotiate in teams in different settings.	X
6 Internationalization			
6.1	...to understand and explain business challenges in an international context.	... to use different countries, their cultures and their negotiation techniques.	X
6.2	...to articulate themselves in a professional manner in international business.	... to transport negotiation contents and their different negotiation techniques and stereotypes in English.	X
6.3	...to successfully demonstrate awareness of cross-cultural differences.	... to detect culturally sensitive behavior and stereotypes.	X

Teaching and Learning Approach and Assessment

The course consists of 1 session of 1 ½ hours per week and awards 2 ECTS for successful completion of the course. It is therefore expected that students

- Attend all lessons
- Participate in at least 2 negotiations (number of negotiations might vary depending upon number of attendees of the course)
- Observe all other negotiations
- Pass all quizzes and tests on Moodle
- Hand in all required documents

The didactical approach for the course is a mix of formal lecture and interactive role-plays and case studies. Students are expected to participate actively in the class.

Literature and Course Materials

The necessary materials are:

A copy of the slides, movies and articles found on the e-learning platform

In addition to these documents, the following are useful reference books:

- Chaney, Lillina; Martin, Jeannette (2014): Intercultural Business Communication, Pearson, Harlow, current edition
- DeMarr, Beverley; De Janasz, Suzanne (2014): Negotiation and Dispute Resolution, Pearson, Harlow, current edition
- Fisher, Roger; Ury, William (newest edition): Getting to yes: negotiating an agreement without giving in, London, Arrow Press
- Hofstede, G. J. / Pedersen, P. / Hofstede, G. (2002): Exploring culture – exercises, stories and synthetic cultures. Intercultural Press, Boston, MA, available in the library
- Schroll-Machl, Sylvia (2011): Doing Business with Germans – Their perception, our perception. Vandenhoeck & Ruprecht, available in the library