



江西財經大學

JIANGXI UNIVERSITY OF FINANCE & ECONOMICS

## **Course Title:**

### **International Business Negotiation**

Course Code: FS330

Credits: 2

Teaching hours: 32

Prerequisites: basic knowledge of business English

Semester: Fall Semester

## **Lecturer's Information:**

Name: Dr. Fanyu Mao

Email : fanyumaolucy@yahoo.com

Telephone: 13870966827

## **Course Description:**

*International Business Negotiation* as a course offers basic concepts, processes and strategies of negotiation in the context of international business, as well as some other concepts and rationales in business and cultures. In this course, why to negotiate, who negotiates, what is negotiation and how to negotiate are demonstrated and discussed. As negotiation is an activity in human communication in social life, some cases of successful and unsuccessful negotiations are presented, discussed and analyzed, through which the important principles and tactics are proved to be significant and necessary. The course mainly consists of two parts: business negotiation theory and practice. The theory is the basis of studying strategies and techniques adopted in business negotiations while the practice focuses on how to select and operate the strategies and techniques suitable for each stage during a negotiation. The course enables students to have a good command of both theory and practice and have a better understanding of the characteristics of business negotiations.

## **Aims and Objectives:**

The course of *International Business Negotiation* aims to improve students' communicative ability of using English and make them understand and master basic knowledge and intrinsic law of international business negotiation as well as the psychology, categories, organization and styles, which will lay a solid foundation for

successfully being involved in design, conflict management and negotiation techniques. It also helps to equip students with sound theoretical knowledge and strong capability of practicing in real situations, strengthen the ability of bilingual translation both in English and Chinese and assist students to meet as well the needs of society as possible.

### **Learning Outcomes:**

On completion of the course a student should

-----Be familiar with the fundamental concepts of international business negotiation such as definition of business negotiation, its principles, and some common mistakes.

-----Behave properly during negotiation such as being an an active listener, talking in effective negotiating language, appropriately asking and answering questions, finding valuable information from your opponents' body language and keeping your own body language appropriate;

-----Know the general process of negotiations: a. preparations of negotiation, b. bargaining process, c. closing the negotiation;

-----Decide on the strategies and tactics he will follow in their future negotiations, i.e. How to deal with difficult people and how to handle conflicts in negotiation;

-----Acquire some knowledge about different kinds of business negotiations such as international sales negotiation, international investment negotiation, etc.

-----Know global business protocol and etiquette as well as different negotiation styles resulting from different business cultures.

### **Teaching Methods:**

Teaching methods will involve a combination of formal lectures, group work, case study and presentation.

### **Assessment:**

Simulation Negotiation	40%
Homework Assignments	30%
Classroom Involvement	30%
Total	100%

### **Simulation Negotiation:**

Some aspects will be taken into consideration in simulation negotiation:

linguistic competence (10%),

manner (10%),

linguistic output (30%),

adaptability (30%),

logical thinking (20%).

**Homework Assignments:**

Homework assignments include some case studies and questions concerning particular chapters. These are designed to assess the students' ability to solve complex problems related to international business negotiation and the ability to apply negotiation theories into practice.

**Classroom involvement:**

Classroom involvement is composed of three aspects: class attendance, presentation and group work. Students are expected to form teams of four or five students to jointly finish homework assignments, the case study, and the presentations. Team members will work together to produce a joint report and each team is to allocate responsibilities among team members.

**Course outline:****1. An Introduction to International Business Negotiation**

- 1.1 Characteristics of business negotiation:
- 1.2 Basic principles of negotiation:
- 1.3 Stages of negotiation
- 1.4 Key aspects of negotiation:
- 1.5 Psychology in negotiation

**2. Proper Behaviors in International Business Negotiation**

- 2.1. Concepts of assumptions
- 2.2. Listening
- 2.3 Talking
  - 2.3.1 How to open and close
  - 2.3.2 Inquiring
- 2.4 Observing
- 2.5 Facial expression
- 2.6 How to get ride of detrimental body language

**3. Choosing the Negotiation Team**

- 3.1 Personal characteristics
- 3.2 Organizational qualities of the chief negotiator
- 3.3 The size of the team
- 3.4 Importance of team solidarity

**4. Managing Negotiation Process**

- 4.1 Preparations of negotiation
- 4.2 Bargaining process
  - 4.2.1 Tactics of bidding and bargaining
  - 4.2.2 Tactics of making concessions
  - 4.2.3 Tips on contract signing
- 4.3 Closing the negotiation

**5. Negotiation Strategies**

- 5.1 Developing self-control
  - 5.1.1 Keep emotions in check
  - 5.1.2 Not personalize the situation or behavior of the other party
  - 5.1.3 Make rational decisions
- 5.2 Accurate diagnosis
- 5.3 Knowing one's core values
- 5.4 Appropriate anger management
- 5.5 Role selection:
- 5.6 Doing the unexpected:
- 5.7 Resiliency:

## **6. International Sales Negotiation**

- 6.1 Four means to express quality
- 6.2 Units of measurement for quantity
- 6.3 Packing
- 6.4 Shipment
- 6.5 Quotation
- 6.6 Offer and counter offer
- 6.7 Insurance
- 6.8 Payment :
- 6.9 Inspection
- 6.10 Claiming for damages and arbitration

## **7. International Business Contract Negotiation**

- 7.1 Required terms of an international business contract
- 7.2 The structure of an international business contract
- 7.3 Cultural issues affecting international contracts
- 7.4 Cultural dos and don'ts of negotiating contracts
- 7.5 Drafting, signing and enforcing the contract as well as transferring, altering, rescinding and terminating the contract
- 7.6 Settlement of disputes

## **8. International Investment Negotiation**

- 8.1 Definitions of two types of joint ventures
- 8.2 Procedure of joint venture negotiations
- 8.3 Contractual joint venture negotiation
  - 8.3.1 Forms of contractual joint ventures
  - 8.3.2 Capital contributions and profit distributions
  - 8.3.3 Registration
  - 8.3.4 Management and operation
  - 8.3.5 Taxes
- 8.4 Equity joint venture negotiation
  - 8.4.1 Establishment of the equity joint ventures
  - 8.4.2 Capitalization and external financing
  - 8.4.3 Management departments
  - 8.4.4 Labor management and land use
  - 8.4.5 Production and marketing

- 8.4.6 Foreign exchange controls
- 8.4.7 Taxation, accounting and profit distribution
- 8.4.8 Term and termination

**9. Global Business Protocol and Etiquette**

- 9.1 Dress code
- 9.2 Kissing rituals
- 9.3 Exchanging business cards
- 9.4 Business gifts
- 9.5 Culture-specific guides about food and drink taboos

**10. Different Business Cultures and Negotiations**

- 10.1 Two iron rules of international business
- 10.2 Task-centered vs people-centered
- 10.3 Pioneer vs bureaucrat
- 10.4 Relationship-focused vs deal-focused cultures
- 10.5 Formal vs informal business cultures
- 10.6 Rigid-time vs fluid-time cultures
- 10.7 Expressive vs reserved cultures

**11. Different Negotiating Styles of Different Cultures**

- 11.1 American
- 11.2 German
- 11.3 French
- 11.4 British
- 11.5 Russian
- 11.6 Australian
- 11.7 Chinese
- 11.8 Japanese
- 11.9 Korean
- 11.10 Indian

**Text Books and Indicative Reading List:**

Negotiation Jean M. Hiltrop, Sheila Udall Prentice Hall

The required text will be supplemented by outside readings from selected periodicals and journals.

**Calendar of Teaching Activities:**

	Activities	Chapters	Things to remember
Week 1	Lecture	KO Ch 1	Library Sessions
Week 2	Lecture	KO Ch 2	Submit Names for Working Groups
Week 3	Lecture	KO Ch 3	
Week 4	Lecture	KO Ch 4	

Week 5	Lecture	KO Ch 4	
Week 6	Lecture	KO Ch 5	
Week 7	Lecture	KO Ch 5	
Week 8	Lecture	KO Ch 6	
Week 9	Lecture	KO Ch 6	
Week 10	Lecture	KO Ch 7	
Week 11	Lecture	KO Ch 8	
Week 12	Lecture	KO Ch 8	
Week 13	Lecture	KO Ch 9	
Week 14	Lecture	KO Ch 10	
Week 15	Lecture	KO Ch 11	
Week 16	Review	KO	Review chapters taught before
Week 17	Final exam( time to be confirmed)		