

Course		
International Negotiations		
Lecturer		ECTS/Credit Points
Elena Budinsein (certified Trainer and Coach for Intercultural Competence)		3
Course Character	Semester	Course Language
Elective Course	Spring Semester	English
Prerequisites		
One year business studies		
Description of the Course		
Negotiating abroad requires the ability to meet special challenges and deal with the unknown. Even those experienced in cross-cultural communication can sometimes work against their own best interests during international business negotiations. This class is designed to provide tools and ideas to successfully negotiate across cultures.		
Course Components		
<ul style="list-style-type: none"> • Workshop: The course is structured as a workshop on special topics related to international negotiations. Methods: case studies, rollplaying, different practical tools as well as theoretical input; Specifics: applied practical knowledge • Exam: The exam will be divided into an oral group presentation held during the course and a term paper (10 pages per person) during the examination period. 		
Preparation For and Participation in Class		
Participation at workshop is mandatory. Presentation and term paper will be required for evaluation.		
Course Outline		
<ul style="list-style-type: none"> • Transition to sales management • Culture and negotiation • Ethics and sales • Sales environment • Sales process • Sales people development (recruitment, training, motivation) • Sales people motivation • Presentation skills 		
References		

Powell, M. International Negotiations Student's Book. Cambridge University Press 2012.
Cellich, C., Jain, S., Global Business Negotiations Across Borders. Mcgraw-Hill Professional 2012.
Khan, M. A., Marcue, F., Chisholm, D. The Basics of International Negotiation: A Student Handbook. VDM Verlag 2011.
Kießling-Sonntag, J., Heeper, A., Schmidt, M. Training International: Verkaufsverhandlungen. Cornelsen Scriptor 2007.
Kumar, R., Worm, V. International Negotiation in China and India: A Comparison of the Emerging Business Giants. Palgrave 2011.
Lee, C. The New Rules of International Negotiation: Building Relationships, Earning Trust, and Creating Influence Around the World. Career Press 2007.
Starkey, B., Boyer, M. A., Wilkenfeld, J. International Negotiation in a Complex World. Rowman & Littlefield 2010.

Important Note:

The above outline is tentative to give you an idea of the sequence of topics. It can be modified and is only designed to give you an idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated in class.