

## **MGNT102**

### **Business Negotiation and Conflict Management**

Applying Sessions 6, Conflict Management and Negotiation, students (in groups) will present a 15-minute presentation, including a 3-minute video about their research findings.

At this time, groups will choose a country (given) to explore and discuss how the group will proceed in terms of communication online, roles to be undertaken by each of the group members, and relevant timelines.

#### **Brief:**

For several years, your company has attempted to introduce a digital shopping cart proposal to your business partner in the chosen country, but these efforts have been unsuccessful. Recently, there has been a positive development: your business partner has included your company in the shortlist to present a pitch for this business proposal in the selected country. Representatives from your company are set to travel to the chosen country for this crucial business negotiation.

Your team members, who are part of the Research and Development (R&D) department, have been tasked with presenting research on the chosen country for this significant business negotiation. It is imperative that your team assists their colleagues in understanding the culture of the selected country within a short timeframe and familiarises them with the potential conflict management and negotiation styles prevalent in that country.

#### **3-minute Video:**

In order to better equip your colleagues for a successful business negotiation in the selected country, your team is required to create a 3-minute video.

In your video, address the nature of a specific conflict in the chosen country. Clearly illustrate the conflict's nature, highlight the utilised conflict or negotiation style, and outline the actions taken to resolve the conflict. You may choose to focus on a relevant conflict or negotiation style for your case, without the need to cover all styles. Keep the video concise and informative.

Your presentation should illustrate potential negotiation styles rooted in the country's culture, highlight essential cultural and local social etiquette, and provide insights into the intricacies of successful negotiations within that specific cultural context.

**Choose one country from the list below for your group presentation:**

<ol style="list-style-type: none"><li>1. Japanese</li><li>2. Chinese (China PRC)</li><li>3. British</li><li>4. French</li><li>5. German</li><li>6. Italian</li><li>7. Indian</li><li>8. Thai</li><li>9. Australian</li></ol>	<ol style="list-style-type: none"><li>10. Indonesian</li><li>11. American (specify state)</li><li>12. Taiwanese (ROC)</li><li>13. S. Korean</li><li>14. Filipino</li><li>15. Emiratis (Dubai)</li><li>16. Cambodian</li><li>17. Vietnamese</li><li>18. Hong Kong (SAR of PRC)</li></ol>
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**Common Conflict Scenarios:**

<p><b>Racial Stereotypes:</b> Preconceived notions and generalisations about individuals based on their race or ethnicity can lead to misunderstandings and conflicts.</p> <p><b>Miscommunications:</b> Lack of clarity, misunderstandings, or differences in communication styles can give rise to conflicts in various settings.</p> <p><b>Power Struggles:</b> Conflicts may arise when individuals or groups vie for control, authority, or influence within a given context.</p> <p><b>Cultural Differences:</b> Varied cultural backgrounds and practices can sometimes lead to conflicts, especially in diverse environments.</p>	<p><b>Religious Differences:</b> Variances in religious beliefs and practices can lead to conflicts between individuals or groups.</p> <p><b>Technology-Related Conflicts:</b> Disagreements over the use of technology, data privacy, or intellectual property can lead to conflicts in various contexts.</p>
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This is not an exhaustive list; you may discuss it with the lecturer and propose your own conflict scenario.