

Sílabo

1MN010 - Negociaciones Comerciales Internacionales

I. Información general

Nombre del Curso: Negociaciones Comerciales Internacionales
Código del curso: 1MN010
Departamento Académico: Marketing y Negocios Internacionales
Créditos: 4
Horas Teoría: 4
Horas Práctica: 0
Periodo Académico: 2023-01-PRE
Sección: A
Modalidad: Presencial
Idioma: **Inglés**
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II. Introducción

The course addresses different aspects related to the structure of business transactions, decision-making and problem-solving, within a process of international business negotiations. In a negotiation process, participants will be able to analyze, from a business perspective, all the transactional elements necessary for a definition of prioritized interests; and, will plan and negotiate accordingly, considering issues of cultural diversity and negotiating styles, towards the adoption of an agreement.

As a result of achieving the Learning Outcomes, the participant shall be able to:

- Evaluate the results of international business negotiations, identifying success and/or failure factors affecting the negotiating process.
- Identify and act upon critical environmental aspects which shape the negotiating process.
- Determine critically all the practical implications bearing upon an international negotiation.
- Design and implement negotiation strategies at different levels, from the differing perspectives the negotiations parties might have concerning their objectives, goals, interests and positions.

III. Logro de aprendizaje final del curso

Upon the completion of the course of International Business Negotiations, the participants will be able to define and implement a negotiation strategy through the use of carefully selected simulation exercises. 2 The criteria for determining the achievement of this outcome considered as necessary that:

- The strategic implementation corresponds to: adequate planning; initial offers; possible negotiation ranges and concessions; and, relevant evaluation of BATNA.
- The negotiation is carried out according to defined goals and to the nature of the business transaction, in a setting of effective communication.
- The content for the agreement is detailed and comprehensive; and it considers all the required elements for its implementation.

IV. Unidades de aprendizaje

Learning Unit 1: The Planning Stage

Logro de Aprendizaje / propósito de la unidad:

Upon the completion of the First Learning Unit, the participant will learn about how to design a plan for the forthcoming negotiation simulations. This plan should consider all the relevant information for the upcoming negotiation, depending on the pertinent international contract. It should be based on an in-depth analysis of issues, interests, positions and BATNA; and should also be based upon the preliminary analysis of the negotiating counterpart.

Contenidos:

- A multidimensional framework for negotiations
- Structuring negotiations: distributive and integrative approaches
- Negotiating skills and cultural dimensions
- International Business Contracts: Rights, Obligations
- Basic preparations: Information gathering and analysis
- Content Analysis: Objectives and Interests
- Counterpart Evaluation
- Strategic definitions and material aspects of the negotiation

Learning Unit 2: The Negotiation Stage

Logro de Aprendizaje / propósito de la unidad:

Upon the completion of the Second Learning Unit, the participant carries out a negotiation process in a specific selected simulation. Through his/her active involvement, the participant tests initial assumptions considering cultural aspects; communicates effectively; and, implements and adapts the defined strategies.

Contenidos:

- Presenting proposals: opportunity and adequate form
- Analyzing the atmosphere and the mood: reactions, non-verbal communication and cultural differences
- Response to proposals: clarification, and analysis and building of alternatives
- Tactics and counter-tactics
- Positioning: reinforcement and debate

Learning Unit 3: The Closing and Implementation Stage

Logro de Aprendizaje / propósito de la unidad:

Upon the completion of the Third Learning Unit, the participant learns vital aspects on how to close a negotiation in a specific simulation; and designs an implementation plan for the agreement. In order to reach an agreement, the participant makes different concessions; carries out the debate trying to avoid conflict or uncertainty; and identifies all the required elements for the final agreement to be mutually satisfactory.

Contenidos:

- Different options in concession-making
- Final proposals and the identification of mutual benefits
- Final debate: agreed-upon terms and confirmation
- Formalization of the Agreement and failure to reach agreement
- Essential aspects of Implementation: allocating relevant responsibilities; establishing a time frame; and setting up monitoring and control mechanisms

V. Estrategias Didácticas

VI. Sistemas de evaluación

Nombre evaluación	%	Fecha	Criterios	Comentarios
1. Permanent Evaluation	50		<ul style="list-style-type: none"> • Understanding of assigned material • Knowledge of models and tools • Critical evaluation of concrete problems • Identification and use of relevant information • Logical development from assumptions to conclusions • Creativity and clarity • Engaged participation in class and in negotiating team • Active Listening and respect for contending positions • Intensive use of the Blackboard Platform 	
1.1. Individual and team presentations (20%) (I) (G)	20			
1.2. Individual roles in simulated negotiation (50%) (I)	50			
1.3. Negotiation Diary (30%) (I)	30			
2. Mid-term Exam (I)	20		Written: theoretical and case development	
3. Final Exam (G)	30			

VII. Cronograma referencial de actividades

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
Semana 1: del 20/03/2023 al 25/03/2023			
<ul style="list-style-type: none"> Learning Unit 1: The Planning Stage 	<p>Clase 1</p> <ul style="list-style-type: none"> Introduction to the theory and practice of negotiation. <p>Clase 2</p> <ul style="list-style-type: none"> Conflict, Interdependence, Types of Negotiation. <p>Actividades</p> <p>Clase 1</p> <ul style="list-style-type: none"> Lecturing and classroom dialogue Debate. <p>Clase 2</p> <ul style="list-style-type: none"> Lecturing and classroom dialogue Debate Video Analysis 	<ul style="list-style-type: none"> Lewicki (2011) Ch.1,2 Moore (2010) Ch. 1 Lewicki (2011) Ch.3 Lax (1986) Ch. 4 Lewicki (2010) 1.8 	
Semana 2: del 27/03/2023 al 01/04/2023			
<ul style="list-style-type: none"> Learning Unit 1: The Planning Stage 	<p>Clase 1</p> <ul style="list-style-type: none"> Distributive Approach <p>Clase 2</p> <ul style="list-style-type: none"> Distributive Approach <p>Actividades</p> <p>Clase 1</p> <ul style="list-style-type: none"> Lecturing Debate <p>Clase 2</p> <ul style="list-style-type: none"> Lecturing Debate 	<ul style="list-style-type: none"> Case: Hong Kong Property Deal Shell (2006) Ch. 1 	
Semana 3 con feriados el jueves 06, viernes 07 y sábado 08 con feriados el sábado 8: del 03/04/2023 al 08/04/2023			
<ul style="list-style-type: none"> Learning Unit 1: The Planning Stage 	<p>Clase 1</p> <ul style="list-style-type: none"> Integrative Approach. 	<ul style="list-style-type: none"> TC (2010) 	

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	<ul style="list-style-type: none"> • Case introduction. Clase 2 <ul style="list-style-type: none"> • Integrative Approach. Simulation session: Hong Kong Property Deal. Actividades Clase 1 <ul style="list-style-type: none"> • Lecturing and classroom dialogue. • Debate Clase 2 <ul style="list-style-type: none"> • Simulation Session. 		
Semana 4: del 10/04/2023 al 15/04/2023			
<ul style="list-style-type: none"> • Learning Unit 1: The Planning Stage 	Clase 1 <ul style="list-style-type: none"> • Preparations: Information gathering and analysis Clase 2 <ul style="list-style-type: none"> • Preparations: Information gathering and analysis Actividades Clase 1 <ul style="list-style-type: none"> • Lecturing and classroom dialogue. • Debate Clase 2 <ul style="list-style-type: none"> • Team building sessions and role assignment • Work in teams • Facilitation 	<ul style="list-style-type: none"> • Lewicki (2010) 1.4 • Moore (2010) Ch. 5 • Simulation instructions 	
Semana 5: del 17/04/2023 al 22/04/2023			
<ul style="list-style-type: none"> • Learning Unit 1: The Planning Stage 	<ul style="list-style-type: none"> • Content Analysis and Strategic definitions 	<ul style="list-style-type: none"> • Lewicki (2011) Ch.4 	

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	Actividades <ul style="list-style-type: none"> • Lecturing and classroom dialogue. • Debate 		
Semana 6: del 24/04/2023 al 29/04/2023			
✓ Learning Unit 1: The Planning Stage	Clase 1 <ul style="list-style-type: none"> • Communication. Clase 2 <ul style="list-style-type: none"> • Simulation Session. Fie's Agent. Actividades Clase 1 <ul style="list-style-type: none"> • Lecturing and class dialogue Clase 2 <ul style="list-style-type: none"> • Debriefing • Work in teams • Facilitation 	✓ Simulation instructions ✓ Lewicki (2016). Chapter 7.	
Semana 7: del 01/05/2023 al 06/05/2023			
✓ Learning Unit 1: The Planning Stage	<ul style="list-style-type: none"> • Simulation Session 04: Strategic Design (II) Actividades <ul style="list-style-type: none"> • Debriefing • Work in teams • Facilitation 		
Semana 8 de exámenes parciales: del 08/05/2023 al 13/05/2023			
	Mid-Term Exams (8th Week from 01.10 to 06.10)		
Semana 9: del 15/05/2023 al 20/05/2023			
✓ Learning Unit 2: The Negotiation	<ul style="list-style-type: none"> • Presenting proposals (Cont.) 	✓ Shell (2006) Ch. 9	

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
Stage	Actividades <ul style="list-style-type: none"> • Lecturing and classroom dialogue. • Debate 		
Semana 10: del 22/05/2023 al 27/05/2023			
Learning Unit 2: The Negotiation Stage	Clase 1 <ul style="list-style-type: none"> • International Negotiations, Multiple, Transcultural and Ethical Approaches to Negotiation. Case Introduction. Clase 2 <ul style="list-style-type: none"> • Simulation Session Case Fresh Air: Negotiation Round 01 • Actividades Clase 1 <ul style="list-style-type: none"> • Lecturing and classroom dialogue. • Debate Clase 2 <ul style="list-style-type: none"> • Negotiation teams • Facilitation 	Moore (2010) Ch. 6 Simulation instructions	
Semana 11: del 29/05/2023 al 03/06/2023			
Learning Unit 2: The Negotiation Stage	Clase 1 <ul style="list-style-type: none"> • International Negotiations, Multiple, Transcultural and Ethical Approaches to Negotiation. (Cont.) Clase 2 <ul style="list-style-type: none"> • Simulation Session. Case Fresh Air: Negotiation Round 02 Actividades <ul style="list-style-type: none"> • Lecturing • Debate 	Simulation instructions	

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	Clase 2 <ul style="list-style-type: none"> • Debriefing • Negotiation teams • Facilitation 		
Semana 12: del 05/06/2023 al 10/06/2023			
	<ul style="list-style-type: none"> • Building alternatives, Tactics and Positioning Actividades <ul style="list-style-type: none"> • Lecturing and classroom dialogue • Debate 	<ul style="list-style-type: none"> • Lewicki (2010) 1.8 	
Semana 13: del 12/06/2023 al 17/06/2023			
<ul style="list-style-type: none"> • Learning Unit 2: The Negotiation Stage • Learning Unit 3: The Closing and Implementation Stage 	Clase 1 <ul style="list-style-type: none"> • Simulation Session 08: Negotiation Round 04 Clase 2 <ul style="list-style-type: none"> • Concession-making Actividades Clase 1 <ul style="list-style-type: none"> • Lecturing and classroom dialogue. • Debate Clase 2 <ul style="list-style-type: none"> • Debriefing • Negotiation teams • Facilitation 	<ul style="list-style-type: none"> • Lewicki (2010) 3.4 • Shell (2006) Ch. 9 • Simulation instructions 	
Semana 14: del 19/06/2023 al 24/06/2023			
<ul style="list-style-type: none"> • Learning Unit 3: The Closing and Implementation Stage 	Clase 1 <ul style="list-style-type: none"> • Simulation Session 09: Negotiation Round 05 Clase 2 <ul style="list-style-type: none"> • Final Proposals Actividades Clase 1 <ul style="list-style-type: none"> • Negotiation teams • Facilitation 	<ul style="list-style-type: none"> • Lewicki (2010) 1.6 • Moore (2010) Ch. 12 • Simulation instructions 	

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	Clase 2 • Lecturing and classroom dialogue. • Debate		
Semana 15 con feriado jueves 29: del 26/06/2023 al 01/07/2023			
✓ Learning Unit 3: The Closing and Implementation Stage	Clase 1 • Simulation Session 10: Negotiation Round 06 Clase 2 • Formalization of Agreement and Essential aspects of Implementation Actividades Clase 1 • Debriefing • Negotiation teams • Facilitation Clase 2 • Lecturing and classroom dialogue. • Debate	✓ Simulation instructions ✓ Lax (1986) Ch. 13	
Semana 16 de exámenes finales: del 03/07/2023 al 08/07/2023			
	Final Exams (16th Week from 26.11 to 01.12)		

VIII. Referencias bibliográficas

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