

Valid from 2025.HS

Module description: International Negotiation		
Module Code	w.BA.XX.2IntN.XX	
ECTS Credits	3	
Language of Instruction/Examination	English	
Module Description	This module provides students with insights and practical advice on aspects of negotiation in an international context. It also introduces students to the key concepts, principles, and basic skills needed to conduct international negotiations, mainly in a business context. The program combines practical work with theoretical input.	
Organizational Unit	Abteilung International Business	
Module Coordinator	Khaldoun Dia-Eddine	
Deputy Module Coordinator	Florian Keller	
Program and Specialization	<ul style="list-style-type: none"> <li>Elective module (see module table)</li> </ul>	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	<b>Module Type</b> Compulsory Elective	<b>Program Phase</b> Main Study Period
Prerequisite Knowledge	No compulsory requirements. Students are recommended to have some general knowledge of international business and management. Knowledge of and experience in communication would be an added benefit.	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> <li>Professional Competence</li> <li>Methodological Competence</li> <li>Social Competence</li> <li>Self-Competence</li> </ul>	
Contribution to Program Learning Objectives	<b>Professional Competence</b> <ul style="list-style-type: none"> <li>Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>Evaluate Content of Theoretical and Practical Relevance</li> </ul> <b>Methodological Competence</b> <ul style="list-style-type: none"> <li>Problem-Solving &amp; Critical Thinking</li> <li>Scientific Methodology</li> <li>Work Methods, Techniques, and Procedures</li> <li>Information Literacy</li> <li>Creativity &amp; Innovation</li> </ul> <b>Social Competence</b> <ul style="list-style-type: none"> <li>Written Communication</li> <li>Oral Communication</li> <li>Teamwork &amp; Conflict Management</li> <li>Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <b>Self-Competence</b> <ul style="list-style-type: none"> <li>Self-Management &amp; Self-Reflection</li> <li>Ethical &amp; Social Responsibility</li> <li>Learning &amp; Change</li> </ul>	

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Module Learning Objectives	Students... <ul style="list-style-type: none"><li>are introduced to the basic principles of international negotiation, especially the analysis of the negotiation context. They will understand the fundamentals of negotiation and recognize key types of negotiations, including the principled negotiation model.</li><li>are introduced to strategic issues of negotiation and the relevant elements needed for preparing and conducting negotiations. Students will gain a comprehensive understanding of the negotiations as total immersion rather than in terms of silos.</li><li>are provided with the necessary skills and awareness of the "soft" elements involved in negotiations including communication, persuasion, questioning techniques, emotions, and problem-solving methods.</li><li>practice the art of developing and conducting negotiations in phases using different tactics and leading to a successful conclusion. They will learn how to debrief a negotiation based on the theoretical inputs.</li><li>develop an awareness of the cross-cultural influences on negotiations.</li><li>learn how to use negotiation in conflict management and third-party negotiations and become aware of the ethical issues of negotiation in general, especially in conflict situations.</li></ul>																															
Module Content	<ul style="list-style-type: none"><li>Introduction to the negotiation framework, fundamental elements, and negotiation types</li><li>Preparing for negotiation (context analysis and assessment, strategies, tactics, BATNA, ZOPA, resistance points, game of concessions, power, alliances, etc.)</li><li>Conducting and closing deals, including persuasion techniques and communication patterns</li><li>Impact of culture on negotiation</li><li>Role play, simulations, debriefings, and self-assessment</li><li>"Soft" factors in negotiation and improving skills (communication, perception, persuasion, emotions)</li><li>Analysis of actual negotiations (depends on the evolution of businesses and international relations and what students propoese (ad hoc)) as applications</li></ul>																															
Links to other modules	This module is linked to the following modules:																															
Digital Learning Resources	<ul style="list-style-type: none"><li>Reader</li><li>Teaching Videos</li><li>Practice and Application Exercises (with Key)</li><li>Self-assessment of skills</li></ul>																															
Methods of Instruction	<ul style="list-style-type: none"><li>Lecture</li><li>Application Tasks</li><li>Interactive Instruction</li><li>Case Studies</li><li>Assessments</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>Group Work</li></ul>																													
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>28 h</td><td>24 h</td><td></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>28 h</td><td>24 h</td><td>38 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	28 h	24 h		Small Class	-	-		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		Total	28 h	24 h	38 h
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<b>Classroom Attendance Requirement</b>	80%
<b>Compulsory Reading</b>	<ul style="list-style-type: none"><li>• (2023). Script – International Negotiation – HS 2024 by Mr. Khaldoun Dia-Eddine - Moodle. ISBN no.</li></ul>
<b>Recommended Reading</b>	<ul style="list-style-type: none"><li>• Negotiation, reading, exercises and cases (ISBN 007-297310-5)</li><li>• Breakthrough Business Negotiation (ISBN 0-7879-6012-8)</li><li>• The handbook of negotiation and culture (ISBN 08047-4586-2)</li><li>• Contract negotiations, skills, tools and best practices (ISBN 08080-1246-0)</li><li>• The Art of Negotiation, (ISBN-13: 978-967-0610-91-7)</li><li>• Getting to Yes, Negotiating Agreement Without Giving In (ISBN 978-0143118756)</li><li>• Essentials of Negotiation (ISBN 007-125427-7)</li></ul>
<b>Comments</b>	<ul style="list-style-type: none"><li>• Examples, role plays, and simulations will be used.</li><li>• The main objective is to have as much practical teaching as possible, although the methodology and quantity may be amended.</li><li>• Exchanges and discussions in class are necessary. Each session will allow time for a discussion on topical themes from international relations or business.</li><li>• The oral exam will be a discussion/debriefing about a given negotiation within a specific, explained context.</li></ul>