



APPLIES TO ACADEMIC YEAR
2002/2003

MRK 1300 International Negotiations

Program

Exchange Program, The Bachelor's Program in Marketing - Internationalization and Management

Responsible for the course

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Department

Communication - Culture and Languages

Term

Spring

ECTS Credits

6

The course can be run in English for exchange students.

Objective

The goals of the course are to provide a theoretical and analytical base for approaching and evaluating negotiations, and to provide experiential learning opportunities through the use of cases, role plays, and discussions. International negotiations will be defined by both institutional (political, economic and legal) and cultural dimensions (values, attitudes, and behaviours).

In this course the following questions will be examined:

- ** What is a negotiation?
- ** What is the international negotiation context?
- ** What strategies and tactics are available to a negotiator?
- ** What analysis should be undertaken to perform better in a negotiation?
- ** What are the obstacles to performing well in a negotiation?
- ** How does culture affect the process and outcome of a negotiation?
- ** How do we manage and negotiate long term contracts in an international environment?

The overall aim of the course is to link theory, prescriptions based on research, students' experiences, and business cases. The students will then have the opportunity to improve their analysis, planning, and assessment of their own negotiation experiences, and to learn how to prepare for the negotiations they will meet in their future careers.

Prerequisites

General knowledge of marketing and business administration.

Compulsory literature

Lewicki, R.J., D.M. Saunders and J.W. Minton. 2001. *Essentials of negotiation*. 2nd ed. Boston, Mass.: Irwin/McGraw-Hill.
Traavik, L.E.M., red. 2001. *Artikkelsamling: Internasjonale forhandlinger*. Sandvika: BI Forlag (for de utenlandske innvekslingsstudentene er de norske artiklene og rollespillene ikke obligatorisk).

Recommended literature

Fisher, R., W. Ury and B. Patton ed. 1999. *Getting to yes : negotiating an agreement without giving in*. 2nd ed. London: Random House.
Rognes, Jørn K. 2001. *Forhandlinger*. 2. utg. Oslo: Universitetsforlaget.

Course outline

- Introduction
- 2. International Negotiation in context

3. Negotiation analysis
4. Negotiation strategy and tactics (I)
5. Negotiation strategy and tactics (II)
6. Communication and cognition in negotiations
7. Negotiation challenges and solutions
8. Negotiating with people from other cultures
9. Power and ethics in negotiations
10. Team, and multiparty negotiations
11. Contract negotiations
12. Managing long term relationships: solving conflicts and the use of third parties
13. Managing long term relationships continued and course summary

Computer-based tools

Computer-based tools are not used in this course.

Course structure

The course consists of 36 hours of lectures and case exercises. Students following NMH's module-based teaching have less teaching hours. Students are required to read the assigned literature before lectures.

Evaluation

A three-hour written individual examination completes the course.

Evaluation code(s)

MRK 13001 - written exam, which accounts for 100% of the grade in MRK 1300, 2 credits.

Aids at the examination

No aids are permitted

Makeup exam

A re-sit is held at the next regular exam.

The course can be taught in English in some locations.