



APPLIES TO ACADEMIC YEAR 2003/2004

MRK 1300 International Negotiations

Program

N/A

Responsible for the course

Laura E Mercer Traavik

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

6

The course can be run in English for exchange students.

Objective

The course provides students with a theoretical, analytical and experienced based foundation for approaching and evaluating negotiations. International negotiations will be defined by both structural and cultural dimensions. The students will improve their analysis, planning, and assessment of their own negotiation experiences, and 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 (the Norwegian articles and role plays in this compendium are optional reading).

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

International Negotiation in context

Negotiation analysis

Negotiation strategies and tactics

Communication and cognition in negotiations

Negotiation challenges and solutions

Negotiating with people from other cultures

Power and ethics in negotiations

Team, and multiparty negotiations

Contract negotiations

Managing long term relationships: solving conflicts and the use of third parties

Computer-based tools

Blackboard.

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, 6 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.