

Course title: NEGOTIATING IN INTERNATIONAL ENVIRONMENT

Lecturers	Full Prof. Violeta Vidaček-Hainš, Ph.D. Antonela Čižmešija, M. Inf.
Language of instruction	Croatian and English
Study level	Master
Study programme	Economics of Entrepreneurship
Semester	2 nd (summer)
ECTS	4
Goal	Familiarizing with the specific characteristic of the negotiation in the international context, negotiation techniques, and communication skills that leads to international agreements; Efficacy in applying negotiation techniques and communication skills in face-to-face interpersonal communication and computer-mediated communication. Working effectively in online virtual teams on real-life scenarios using information and communication and collaboration tools.
General and specific learning outcomes	<p>Learning outcomes / Level of the Study program</p> <ol style="list-style-type: none"> 1. Using the ethical principles, entrepreneur's skills, communication skills,s and negotiation skills in a business environment. 2. Solving the problems in communication in an international business environment <p>Learning outcomes / Level of the Course</p> <ol style="list-style-type: none"> 1. Understanding the differences and initiating the motivation for understanding the differences between business partners from an international context 2. Analyze and estimate the efficacy of the negotiation process in an international context 3. Develop intercultural and cross-cultural competencies in the business surrounding 4. Decrease the possible communication apprehension in an international surroundings and improve the communication skills/competences 5. Understand and apply principles of effective teamwork and team members in virtual collaborations 6. Using effective negotiation skills in a specific international context 7. Objectively estimate and create effective international surroundings as well as assemble competent teams for the business negotiation process 8. Using techniques of effective facing problems and difficulties in communication and applying the techniques for their solving 9. Using ethical principles for negotiation in an international context 10. Adopt and upgrade a system of personal and organizational values for effective negotiation in an international context.
Content	<ol style="list-style-type: none"> 1. Introduction – Business communication and negotiation in the international context (2 hours) – Familiarizing with the term international context, types of communication, and communication goals; Definition of international communication and negotiation, the specifics of business communication in an international context.

- 2. Researches in the field of business negotiation in an international context (2 hours)** – Methodology and types of international research, cross-cultural, intercultural, and inter-cultural level; Collecting the data, interpretation of results, the characteristics of researches in international surrounding and possible limits in interpretations of results, examples of good practice.
- 3. Relations between culture dimensions and communication in cross-cultural sounding (2 hours)** – Complexity, individualism, and collectivism, coherency, vertical and horizontal cultures, active and passive cultures; Interpersonal communication is different in different cultures, the link between the negotiation and diversity of interpersonal communication with business communication in an international context; Culture differences in perception, cognition, tolerance at diversities; using the technique of mind mapping;
- 4. Diversities of emotional expression in communication and negotiation in international context / among different cultures (2 hours)** – Link between expression of emotions and different interpretations, recognition and correct interpretation of emotions as well as elements of non-verbal communication, self-control, and correct emotional expression; Need for correct perception of diversities and tolerance at diversities.
- 5. Motivation for business negotiation in an international context (2 hours)** – Differences in intrinsic and extrinsic motivation, professional competencies for negotiation in an international context; Communication skills and personality traits for effective negotiation in an international context; Encouragement of the communication-based collaboration with focused at effective problem-solving.
- 6. International and cross-cultural business communication and negotiation (2 hours)** – Preparation for negotiation in an international context, negotiation techniques; parties in business negotiations; representatives, parties, audience; working at communication skills development among the construct of communication competence and according to the specific demands of the international surrounding; Role play technique.
- 7. Process of negotiation in international surrounding between more partners (2 hours)** – Building up negotiations teams – possibilities for communication problems and ways for effectively solving problems in common in the international surrounding, social skills, and teamwork in an international context, group processes, and group/team dynamic, definition of emotional intelligence and skills that are required in the process of international negotiation; Using MindManager tool for creating an effective business meeting.
- 8. Up-to-date negotiation's concept for European integration (2 hours)** – Lobbying – definition of the term and characteristics of lobbying, the preparation process for lobbying, lobbyist's competencies, ways of professional and communication competencies developing, factors of motivation; The importance of preparation that is high quality and on write time, sustainability of negotiation's process; Examples of good practice / Case study; Assembly of European Regions, European Commission...
- 9. Lifelong learning and international surroundings (2 hours)** – Lifelong learning and education for international communication and business negotiation in an international context – the role of higher education; Results of research conducted at the Faculty of Organization and Informatics and comparative studies conducted in European's and others Universities.

	<p>10. International exchange and mobility (2 hours) – International students exchange and mobility of working forces, advantages and disadvantages, the problem of brain drain; Results of research conducted at the Faculty of Organization and Informatics and comparative studies conducted in European and others Universities; Widening participation and tolerance at diversity caused by the invalidity, belonging to national, ethnic, gender, etc. underrepresented groups of students; the role and importance of assimilation process.</p> <p>11. Reasons for possible difficulties and ways of solving the problems in the negotiation process in an international context (2 hours) – Possible difficulties caused by cultural differences – definition and knowledge of the terms of ethnocentrism, stereotype, prejudice...; Possible difficulties at an interpersonal and personal level – predictors for stress and effective stress management, burn up syndrome, mobbing... Communication and education as effective ways for decreasing and overcoming those difficulties; The importance of modern information and communication technology.</p> <p>12. Adaptation to differences in business communication and negotiation in an international context (2 hours) – Decreasing the communication apprehension with business partners from different cultures; Process of acculturation – mechanisms of adaptation; The role of computer-mediated communication, advantages and using possibilities, possible disadvantages caused by lack of information and computer literacy as well as effective ways for solving those problems.</p> <p>13. Characteristics of oral and writing communication in a foreign language (2 hours) – Active (speaking, writing) and passive (listening, reading) language skills – characteristics of communication in a foreign language; language barriers, communication with translators, and cord interpreters, types of writing business communication; Case study: application for an international project, writing documents and preparation for negotiation before signing the international contract; The importance of globalization process, and accessibility of information – examples of computer-mediated communication.</p> <p>14. Possible failures in process of business negotiation in international surrounding (2 hours) – need for up to date recognition of possibilities for conflicts/failures, adequate and effective response/communication, the inclusion of third parties in the process of business negotiation, international arbitration, possible ways for effective conflict management, the importance of collaborative communication.</p> <p>15. Ethic principles in negotiation and system of personal and organizational values in an international context (2 hours) – international context, stimulating acquisition and development of personal values, the role of communication and education, accessibility of information, controlling and breaking inconvenient ways of communication and stimulating collaboration inside the business organizations and stimulating partnerships in an international context; Feedback to the course and final evaluation of the course.</p>
Exercises	During the whole semester seminar exercises will introduce students to the practical aspects of the theoretical knowledge presented in the lectures. Seminar exercises will include tasks based upon virtual mobility and virtual team collaboration with international students.
Realization and examination	Teaching methods: Lectures (50%), seminars (30%), E-learning (10%)

	Examinations: Student presentations and seminar work and colloquium/exam, using the principles of collaborative learning and with the support of an E-learning system.
Related courses	
Literature	<p>Brislin, R. (2008). Working with Cultural Differences: Dealing Effectively with Diversity in the Workplace, Praeger Publishers, Westpoint, CT, USA (p.p. 1-21)</p> <p>Cohen, R. (2005). Negotiating Across Cultures: International Communication in an Interdependent World Paperback; United States Institut of Peace, Washington D.C.</p> <p>Samovar, L.A., Porter, R.E., McDaniel, E.R. (2010). Communication Between Cultures, Wadsworth Engage Learning, Boston, MA, USA (pp 22-47)</p> <p>Beebe, S.A., Beebe, S.J., Redmond, M.V. (2005). Interpersonal Communication: Relating to Others. 4 th ed. Pearsons, Boston, USA. Chapter 4: Interpersonal Communication and Cultural Diversity: Adapting to Others (pp 88-119)</p> <p>Locker, K. & Kecmarek, S.K. (2009). Business Communication; Building critical Skills. 4 the edition. Higher Education, Boston, 2009. Module 3: Communicating Across Cultures (pp 39-61)</p> <p>Cordell, A. (2019). The Negotiation Handbook; 2nd edition. Routledge, New York.</p>