Communication and Negotiation Skills

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO

Másteres Universitarios

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.

GENERAL DATA

Name

Communication and Negotiation Skills

Code

102807

Academic year

2024-25

Degree

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

ECTS Credits

3

Type

MANDATORY

Duration

Cuatrimestral

Language

CONTENTS

Contents

• Perception: The important of perception in intercultural communication and business. Concepts of overconfidence, visual illusion, value incongruence and the perfect translation assumption.

• Structuring your presentation correctly and focusing on crafting the correct message. Starts, Ends, Middle. Presentation Practice. Presentation Theory: Rhetoric and Stories. Persuasion. Presentation Practice.

• De Bono’s theory on meetings.

• Creativity

• Negotiation: Preparation, Key variables. Listening and Questioning. Opening

• Negotiations: Proposals.

• Communication styles

COMPETENCES

Conocimientos

CO1 - To learn about business management analytics in dynamic and complex environments, such as the international environment.

CO2 - To acquire a body of theoretical and practical knowledge and learning skills, which will enable those who remain interested to pursue further, more specialised studies in the field of advanced research or doctoral studies.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO5 - To understand the nature of problems in the organisation and therefore the application of suitable tools by developing analytical skills.

CO6 - To acquire the skills for professional document drafting and reporting in the field of international business.

Habilidades

S1 - To apply the theoretical and practical knowledge acquired, with a high degree of independence, in both national and international companies, be they small or medium-sized or companies of a more multinational dimension, and even in non-business organisations whose management requires an international vision.

S2 - To apply the analytical skills acquired in defining and approaching new problems and in searching for solutions both in a national and international business context.

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S4 - To apply the appropriate procedure to achieving an international business objective.

S6 - To manage digital platforms, technological, audiovisual and computer media to search for information and for effective communication of business projects.

S8 - To analyse the results of market and competition research to propose strategic orientations and operational actions.

S9 - To manage a business internationalisation project and assume managerial responsibilities.

Competencias

C1 - To work in multidisciplinary and multicultural teams, in highly demanding situations in terms of time (deadlines for designing and executing projects and cases) and results.

C2 - To develop business and personal activities within the strictest ethical and socially responsible behaviours, as well as to develop sensitivity towards social and environmental issues.

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C4 - To lead the process of designing the international strategy.

C5 - To work in a team, prioritising the precision of the results and the soundness and originality of the proposals. .

C6 - To lead and develop international business negotiation processes.

LEARNING PLAN

Training activities

Type of activity	Hours	% On site
TA2.- Practical classes	21	100
TA3.- Individual and group work	30	10
TA5.- Individual student work	24	0

Teaching methods

There is a combination of different methodologies used on the course:

• Learning by receiving: The participant will receive information in lectures and in reduced groups which they will have to study, discuss and apply.

• Learning by doing: Giving presentations, participating in meetings and negotiations. Most homework will be relevant to work done in class so preparation outside will be directly connected to subsequent practice.

• Learning by using tested models

EVALUATION

Evaluation system

The evaluation of the subject in its standard format will consist of three broad lines:

In class: 40 %

• Group Presentation 20%
• Individual Journals & Participation 20%

Out of class: 30 %

• Forum Entries (Individual) 10%
• Group Project Paper 20%

Exams: 30%
• Final exam 30%

+/- 10% The instructors can change the final mark depending on the quantity/quality of interventions of the student both in class, in the on-line forums and with ideas presented in the out of class work.

Evaluation criteria: In the case of each element clear guidelines will be given on what is expected from each presentation, negotiation or exercise so the students know what they will have to do to get maximum points.

In its second and following rounds of evaluations (in the case that the student misses or fails the first round) 100% of the qualification will be a result of an exam which could be a multiple choice and/or an essay and in a format that will be announced with sufficient time beforehand.

FACULTY

Coordinator/s

Anglin , Brendan

Master en Relaciones Internationales.

Director de Fresh Ideas Internacional.

Lecturers

Porfessor responsible for the subject

BIBLIOGRAPHY AND LINKS

Bibliography

COURSE READING (RECOMMENDED, NOT OBLIGATORY)

• The Negotiation Jungle, Brendan Anglin & Cristina Manso

• Getting to Yes, Fisher, Ury, Patton.

• Getting Past No, William Ury

• Bargaining for Advantage, Richard Shell.

• Six Thinking Hats, Edward de Bono

• Thinkertoys, Michalko

• Presentation Zen, Garr Reynolds

• Presenting to Win, Jerry Weissman

• The Culture Map. Erin Meyer.