
1. Professor: Mr. OLIVIER KOLEVSKI

2. Overview and objectives

Understand the complexity of European multicultural context in negotiation situation

3. Targeted skills

- To negotiate better core business within:

An European multicultural team/ a building of win/win negotiation strategy taking into account the European FTA

4. Prerequisites

Marketing, management and intercultural background

5. Level: Master 2

6. Course description and plan

1) Export quote and international sales

- Export price, costs and break-even point
- Characteristics: law, to keep one's promise, space, time, negotiation and countries concerned

2) Communication and negotiation

- NLP/Situation context/ General context
- Behaviours/ Status/Place/ Community/ Title
- Kind of communication and Environment
 - Goods or services
 - Quote, quality and turnover
 - B to A, B to B, B to C and B to D
 - Public and private tenders/call for tenders/ Lobbying/ Corruption
 - Big Sized Companies, strategic accounts, SME or customer
- Relationship strategy : the CRM/ Customer Relation Management
- Criteria of successful negotiation: optimization, equity, realism, efficiency, long-term CRM, satisfaction

3) European cultural approach

- Globalization and Europe
- Historical and geopolitical background
 - Hanza trade and Scandinavian countries: free trade heritage
 - Western Europe and ESCA with Italian counters: old Europe heritage
 - "Mitteleuropa" and German leadership with Euro area or DM
 - South Europe, sunny and leisure destinations
 - SE Europe and Far East Europe, Byzantine time
- Intercultural models
 - Hall/ Hofstede/ Trompenaars through Europe
 - European identity and intercultural social perception
- European dream team and negotiation focus
 - French, English, German ways of doing business/ Do and Don't
 - Russian and Turkish ways of doing business/ Do and Don't

4) Sources, Information and macroeconomic data

- National, international and sources from Europe and World Institutions (WTO, BIRD, Eurostat...)
- Linguistic advantages and cultural frontiers

7. Teaching methods

Case studies with serious games per group

8. Examination and assessment

Mid-term assignment: 40% (group and dynamic of project management)

Final exam: 60% (oral presentation of PowerPoint file to the board of management)

9. Bibliography

Geert Hofstede, Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations, Sage Publications Inc; 2nd rev. edition, 2003

Most references about European countries <http://geert-hofstede.com/book-shop.html>

Edward T. Hall, The Hidden Dimension, Anchor, 1990

Samuel Huntington, The Clash of Civilizations and the Remaking of World Order, Simon & Schuster, 2011