Negotiations and Business Communications

2017-18

Professor: Eduard Beltran
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Office hours: (or state by appointment)XXX

Course Description

The ability to negotiate in an international environment is undoubtedly one of the essential qualities of a good entrepreneur or Manager.

The company moves every day, in a world of uncertainties and challenges, that with the globalization of markets, competition, communication worldwide and multiculturalism, require quick decisions (sometimes in zero time), documented, where you constantly have to choose between different levels of risks and priorities.

This dynamic is exponential when projected at international level, because the negotiator is faced with a multidimensional reflection and decision-making process characterized by:

- Human, economic, administrative and legal, markets, environments forms of communication, values of fully diversified, reference, etc., which are often part of a single negotiation.

The development of international projects that enhance the level of risks and opportunities for negotiation, making the professionalization of the process is the key to minimize errors and make decisions that enable consolidation of opportunities and quick adjustment of strategic guidelines.

Objectives

1. Know and identify the parameters and reference systems that guide the processes of negotiation in diverse multi-cultural environments, for use in the planning and development of the negotiation process.

2. Characterize the particular environment of the SMEs in the international negotiating process, highlighting their strengths and opportunities, to enhance the confidence of participants in the development of international negotiations and eliminate false self-limiting trends.

3. Train participants in the international negotiating process, to develop the skills...
4. Highlight the progressive nature of international bargaining for SMEs and development contractual modalities on which the consolidation project in new markets.

5. - Techniques of efficient communication with impact.

**Methodology**

- Study and presentation of 6 topics: teamwork; oral presentation and written paper
- Role Plays from Program of Negotiation, Harvard University
- Mapping of Stakeholders, Master’s Thesis
- Attendance and participation in Conferences of Senior Renowned Speakers.
- Discussions

In this academic course, a selection of top experienced professionals will make a conference and an open debate with participants. Initial panel of speakers, subject to agenda availability, will be:

- Christope Marquet, Commercial Director Covides
- Errol Cohen, Lawyer Paris
- James Smurthwaite, Consultant expert on communication/actor

**Evaluation criteria**

Attendance and participation 10% (including negotiation of the week).

Role Plays 20%

Mapping Stakeholders (Master Thesis Project): 10%

Group Assignments 30% (oral presentation and one written exercise)

Individual Exam 30%

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program.

As with all courses taught at the UPF BSM, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. Students that pass any Retake exam should get a 5 **by default as a final grade for the course.** If the course is again failed after the retake, students will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the
exam (one possibility being during the “Retake” period). In the meantime, the student will get an “incomplete”, which will be replaced by the actual grade after the final exam is taken. The “incomplete” will not be reflected on the student’s Academic Transcript.

Plagiarism is to use another’s work and to present it as one’s own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.”

### Calendar and Contents

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<th>DATE</th>
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<tr>
<td>1)- April 09-2018 AM</td>
<td><strong>Course introduction and overview</strong>&lt;br&gt;<strong>Introduction to Negotiation: creating vs claiming value.</strong>&lt;br&gt;<strong>Understanding the Dynamics of Cooperative and Competitive Interaction in Negotiation</strong>&lt;br&gt;Class Exercise in collaborative decision making; <strong>OIL PRICING</strong>&lt;br&gt;No readings</td>
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<td>2)- April 16-2018 AM</td>
<td><strong>Negotiating styles &amp; creating value</strong>&lt;br&gt;<strong>Integrative Bargaining : Creating Value by Analyzing Shared, Opposed and Tradeable Interests.</strong>&lt;br&gt;<strong>Confronting the Negotiator's Dilemma – Managing the Tension between Creating and Claiming Value &amp; Building Sustainable Agreements</strong>&lt;br&gt;Presentation Group 1: Distributive v. Integrative Bargaining&lt;br&gt;• 7 keys elements&lt;br&gt;Role Play: <strong>BENTLEY</strong>&lt;br&gt;Readings:&lt;br&gt;• Bargaining for Advantage Chapter 3&lt;br&gt;• Start With No Chapters 4 and 5&lt;br&gt;• Getting to Yes pp. 3-106</td>
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<td>3) April 30-2018 AM</td>
<td><strong>Preparation and Strategy in Negotia</strong>&lt;br&gt;<strong>BOOK CONTRACT</strong></td>
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Note: This document is only informational, detailed contents and faculty may change.
### 4) May 7-2018 EXTRA 4H

**Presentation Group 2:**

**Planning and Preparation**
- Strategic Planning and Commitment
- Preparation Options

**Readings:**
- Bargaining for Advantage Chapter 10
- Bargaining for Advantage Chapters 7 and 8

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**Leadership and Negotiation**

**BROWNING BROTHERS**
- What is a leader?
- What traits do leaders Exhibit?
- Styles of leadership-Leadership Assessment

**ALASKA GOLD MINE**
- Managerial Courage (Dares to take risks and seize value adding opportunities)
- Taking initiatives

**Readings:**
- Start With Why- Simon Sinek

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### 5) May 14 2018

**Relationship and Negotiation / Power and Coalitions**

**Pre Negotiation and Stakeholders strategy**

**COALITIONS**

**Presentation Group 3:**

- Relationships & Coalitions
- Are Relationships Important?
- Culture and Negotiations

**Readings:**
- Start With No Chapters 1, 2 and 9
- Bargaining for Advantage Chapter 4 and 5

**Presentation of the Thesis 4 groups**

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### 6) May 25 2018 PM

**Negotiation Profile**

- Mobilizing Allies, Adversaries and Recruitables I: Negotiating Both Across and Behind the Table in Multiparty Negotiations

**DIEGO PRIMADONA**

**Group 4: Negotiator Profile**

- Using Leverage in Negotiate and Standards,
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<td>7) May 28 AM</td>
<td>COMMUNICATION and CULTURE, GUEST: JAMES SMURTHWAITE</td>
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<td>8- June 04 2018</td>
<td>NEGOTIATING WITH GIANTS, GUEST: ERROL COHEN</td>
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<td>BATNA</td>
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<td>EXAM-June 18 2018</td>
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**Reading Materials/ Bibliography/Resources**
- Richard Shell, Bargaining For Adventage, 1999
- William Ury, Getting Past No, 1993
Bio of Professor

EDUARD BELTRAN is a lawyer, consultant and trainer specialized in negotiation. He is currently the managing director of CEFNE (Centro de Estudios y Formación en Negociación Empresarial).

He served as Deputy Head of the Cooperation Office of the French Ministry of Justice (2005-2009) where he coordinated the relations with the European Union and foreign governmental partners.

He has also practiced law in France, Belgium and Spain for 12 years in the areas of arbitration and foreign investments projects in the EU. He is a member of the Barcelona Bar and has been member of the Paris Bar.

He holds a Bachelor of Laws from the University of Barcelona, a Diploma from the French School for Government Service (ENA), a Master in Political Science from the IEP of Paris (Sciences-Po), and a Master of Laws (LLM) in Arbitration from New York University.