

Cross-Cultural Negotiations East-West



Dates

- *16.01.2017-27.01.2017*
- *07.08.2017-18.8.2017*

Course Description

Excellent business knowledge, skills on the job and advanced technology are nowadays not enough to effectively compete in the increasing global work environment. In order to successfully deal with various cultures, avoid eventual misunderstandings and reach mutual understanding in private and working settings, cross-cultural negotiations skills are essential. The key to successful negotiations lies in the awareness of different cultural behaviors and in the ability to positively deal with foreignness, ambiguity, and different learning and working styles.

This course examines the key features of integrative and distributive negotiations, such as BATNA (Best Alternative to a Negotiated Agreement), Bottom Line (Reservation Point) and creating options. We will focus on issues of ethics and trust, difficult people and circumstances, problem solving and creativity, multi-party negotiations and team negotiations—and how these issues are further complicated when negotiating in a cross-cultural context.

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Further the course will focus on negotiations in Asian countries and compare cultural aspects of negotiation between Europe and Asia.

The learning environment is interactive and experiential, and includes open discussion, negotiation simulations, the opportunity to analyze and evaluate outcomes to the simulations and direct instructor feedback.

Course Learning Objectives:

- Get an understanding of negotiation theories across cultures
- Develop an awareness of how culture influences problem solving and negotiation
- General strategy for successful negotiation
- Improve the abilities to negotiate successfully
- Apply problem solving skills and creative thinking towards cross-cultural negotiations
- Ability to apply negotiation tools effectively in Asia and Europe
- Demonstrate proper preparation for a negotiation
- Recognize the effects of trust, reputation and relationship on negotiation
- Prepare for complexities of cross-cultural negotiations

Topics

- Fundamentals of negotiations
- Negotiation styles (cooperative vs. competitive conflict styles)
- Distributive (win-lose) vs. integrative (win-win) bargaining
- BATNA (Best Alternative to a Negotiated Agreement), Bottom Line (reservation point)
- Rational vs. the emotional components of negotiation
- The five modes of responding to conflict
- Defining culture, cultural aspects of negotiations
- Negotiations in Europe (Western European countries and Eastern European countries)
- Negotiation simulations for European countries
- DOS and DON'TS in negotiations with Austrians

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- Negotiations in Asia (Japan, China, Korea, Hong Kong, Taiwan)
- Negotiations in China and Japan (socio-political factors, behavior of Chinese negotiators)
- Negotiation simulations for Japan and China
- DOS and DON`TS in global negotiations

Target Group

Prospective graduate/postgraduate students and professionals who want to develop their cross-cultural negotiation skills in order to prepare for the challenges of the globalized working environment

Academic Field

all academic fields

Kind of exam

Project work

Lecturer:

Angelina Kratschanova has a strong academic grounding in languages, intercultural communication, international relations and management, having completed a Master degree in Japanese Studies from the University of Vienna (Austria), Bachelor Degree in Applied Linguistics from the New Bulgarian University (Bulgaria) and an Executive Master of Business Administration from the Danube University Krems (Austria). She has been a fellow of the Japanese Ministry of Education at the Yokohama State University (2001-2002) and graduated the program "Doing Business in China" at the HKUST Business School (Hong Kong, China). Angelina worked primarily in the field of higher education in Austria. During her employment at the Center for International Relations at the UAS Technikum Wien, Austria she developed her intercultural competences and gained experience in cross-cultural negotiations with various cultures. She has been teaching Bulgarian, German and Japanese and Cross-Cultural Communication.