



Course syllabus

School of Business and Economics

Department of Marketing

1FE947 Förhandling i internationell försäljning, 7,5 högskolepoäng
1FE947 Negotiation in International Sales, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved by School of Business and Economics 2019-01-23
The course syllabus is valid from autumn semester 2019

Prerequisites

Business Administration 30 credits, of which at least 15 credits completed courses in organization and marketing or equivalent, as well as English 6/English B.

Objectives

After completing this course the student should be able to:

- analyze situations where vendors participate actively in international business negotiations, with a particular focus on culture, power and ethics
- explain how communication skills and negotiation styles can be used to create confidence in a intercultural business negotiation
- apply knowledge of negotiation to prepare, execute and evaluate business negotiations within the framework of international sales

Content

The course contains:

- negotiation within the framework of international sales
- culture, power and ethics in negotiation
- communication, negotiation style and trust
- international negotiation from preparation and planning to execution and

evaluation

Type of Instruction

Teaching is carried out remotely with the support of a web study site where instructions and course material are collected. The teaching consists of self-studies, participation in compulsory web-based group exercises and individual written works. The course requires access to a computer and the internet. No compulsory meetings or tests on campus are included.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

Examination is carried out through a project work, a web-based group exercise in negotiation and a written web-based exam.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 1FE958 with 7,5 hp.

Required Reading and Additional Study Material

Required Reading

Thompson, L.L. *The Mind and Heart of the Negotiator – Global Edition*. Pearson Education Limited. Latest edition. About 430 pages.

Additional study material

Scientific articles. About 100 pages.