

Programme		Year	Route	
ICN Grande Ecole		2	NEGO	
Title			Code	
Export management (advanced)			N501	
Leader	Level	Credits	Volume	Language
Carine SONNTAG	2	2	18	ENG

Course description	
<p>Based on their knowledge from N301, students improve their capacity to manage export through technical and financial skills improvement. International means of payment and exchange rate risks will be presented to students to enable them to manage the financial part of export. The session will conclude on an export case study including incoterms, financial and supply chain issues.</p>	
Content	
<p>International transportation International means of payment Exchange rates exposure Case study</p>	
Learning objectives	
<p>(2.1) Identifier les champs disciplinaires, les méthodes et les outils utiles pour la résolution de problème (4.1) Réaliser des rapport professionnels, documentés et argumentés (6.3) Démontrer une connaissance suffisante de l'actualité et sa mise en perspective par rapport au monde des affaires</p>	
Reference	
<p>Schmitthoff, 1997, International Trade usages, International chamber of commerce.</p>	

Prerequisite & Evaluation	
Prerequisite	Assessment
N101 International Negotiation OU N201 International Negotiation	Dossier 100%

Teaching methods					
	Lecture	Directed Work	e-Learning	Other	
Volume					

Programme		Year	Route	
ICN Grande Ecole		2	NEGO	
Title			Code	
International negotiation (Principale)			N101	
Leader	Level	Credits	Volume	Language
Carine SONNTAG	1	7	54	ENG

Course description
<p>First module of the international negotiation road, it aims to teach methods to be able to prepare a negotiation. The student learn methodologies to raise and sort information about markets, countries and commercial rules in an international setting. Several training exercises take place in the computer room and uses excel as a basic tool. The exercise is applied to an import/export setting. The basics of selling and negotiation theories will teach the students the importance of information raising for a successful negotiation.</p>
Content
<p>Import export Theory of negotiation Information research Consultative sales Global culture</p>
Learning objectives
<p>(1.1) Dégager les caractéristiques de l'environnement du problème (2.1) Identifier les champs disciplinaires, les méthodes et les outils utiles pour la résolution de problème (4.1) Réaliser des rapport professionnels, documentés et argumentés</p>
Reference
<p>Schmitthoff, 1997, International Trade usages, International chamber of commerce. Saunders & al., Essentials of Negotiation, McGraw-Hill, 2008</p>

Prerequisite & Evaluation	
Prerequisite	Assessment
None	<p>Dossier 1 (import-export): 35% Dossier 2 : 25% Ecrit : 40% Durée 1h30</p>

Teaching methods					
	Lecture	Directed Work	e-Learning	Other	
Volume					

Programme		Year	Route	
ICN Grande Ecole		2	NEGO	
Title			Code	
B to B Selling process			N301	
Leader	Level	Credits	Volume	Language
Carine SONNTAG	2	3	21	ENG

Course description	
<p>The module explains the students the specificities of a B to B selling process. Case studies and market analysis will teach them which information is relevant in an industrial world and how to use them for successful negotiations.</p>	
Content	
<p>Industrial culture B to B selling specificities B to B market analysis / case studies</p>	
Learning objectives	
<p>(1.3) Faire preuve d'esprit critique pour sélectionner les éléments saillants d'un problème et les synthétiser de façon critique et argumentée (2.2) Appliquer les méthodes de créativité pour être capable d'imaginer, le cas échéant, une solution innovante (4.3) Savoir convaincre dans le cadre d'entretien ou de présentations de tous types (6.3) Démontrer une connaissance suffisante de l'actualité et sa mise en perspective par rapport au monde des affaires</p>	
Reference	
<p>Jobber, Lancaster, 2009, Selling and sales management, 8th edition, Prentice hall editions. Tanner, Honeycutt, Erffmeyer, 2009, Sales management, Person International edition.</p>	

Prerequisite & Evaluation	
Prerequisite	Assessment
N101 International Negotiation OU N201 International Negotiation	Dossier 1 50% Dossier 2 30% Dossier 3 20%

Teaching methods					
	Lecture	Directed Work	e-Learning	Other	
Volume					

Programme		Year	Route	
ICN Grande Ecole		2	NEGO	
Title			Code	
International negotiation (Complémentaire)			N201	
Leader	Level	Credits	Volume	Language
Carine SONNTAG	1	3	21	ENG

Course description
The basics of selling and negotiation theories will teach the students the importance of information raising for a successful negotiation. This module aims to teach methods to be able to prepare a negotiation
Content
Theory of negotiation Information research Consultative sales
Learning objectives
(1.1) Dégager les caractéristiques de l'environnement du problème (2.1) Identifier les champs disciplinaires, les méthodes et les outils utiles pour la résolution de problème
Reference
Saunders & al., Essentials of Negotiation, McGraw-Hill, 2008

Prerequisite & Evaluation	
Prerequisite	Assessment
None	Dossier : 30% Ecrit : 70% Durée 1h30

Teaching methods					
	Lecture	Directed Work	e-Learning	Other	
Volume					

Programme		Year	Route		
ICN Grande Ecole		2	NEGO		
Title				Code	
Global political economy				N302	
Leader	Level	Credits	Volume	Language	
Carine SONNTAG	2	3	21	ENG	

Course description
Students who want to work in international institutions improve their geopolitical and economic background in this class. Examples such as the current economic crisis or energy issues are studied in depth to improve their global knowledge of the political world.
Content
Managing the Global Economy since World War II: The Institutional Framework Theoretical Perspectives: the Realist Perspective, the Liberal Perspective, critical Perspectives International Monetary Relations Global Trade Relations Regionalism and the Global Trade Regime Foreign Debt and Financial Crises
Learning objectives
(1.3) Faire preuve d'esprit critique pour sélectionner les éléments saillants d'un problème et les synthétiser de façon critique et argumentée (3.1) Connaître les cadres réglementaires des affaires et les codes de conduite (6.3) Démontrer une connaissance suffisante de l'actualité par sa mise en perspective par rapport au monde des affaires
Reference
Theodore H. Cohn, Simon Fraser University, 2010, Global Political Economy, 5/E, Pearson edition

Prerequisite & Evaluation	
Prerequisite	Assessment
N101 International Negotiation OU N201 International Negotiation	Dossier 100%

Teaching methods					
	Lecture	Directed Work	e-Learning	Other	
Volume					

Programme		Year	Route	
ICN Grande Ecole		2	NEGO	
Title			Code	
Intercultural Communication			N401	
Leader	Level	Credits	Volume	Language
Bertrand AGOSTINI	2	3	21	ENG

Course description
<p>The purpose of this course is to understand and use the theory and processes of negotiation as they are practiced in a variety of cultural settings. The course is designed to be relevant to the broad spectrum of negotiation problems that are faced by the manager and professional. The course introduces students to the existing sociocultural differences in the international environment and their influence on the strategy and tactics in the business negotiation with foreign partners in different regions.</p>
Content
<p>1) Bertrand Agostini: Factors in negotiation; The phases of negotiation (Specifics of the negotiating process in different regions and countries)</p> <p>2) Michel Kuttler: Approach of cultural models and intercultural Management (hierarchy, motivation, decision, leadership theory)</p>
Learning objectives
<p>(1.3) Use critical thinking in order to select the obvious elements of a problem and summarize them critically and argumentatively;</p> <p>(2.1) Identify disciplinary fields, methods and tools in view of problem solving ;</p> <p>(3.3) Make decisions after a scrupulous analysis of consequences and provide justification ;</p> <p>(5.1) Decypher the codes of a different cultural environment ;</p> <p>(6.5) Develop critical thinking as related to one's own competences and find appropriate measures to develop them.</p>
Reference
<p>Beamer, Linda and Varner, Iris, Intercultural Communication in The Global Workplace, Mcgraw-Hill, 2008.</p>

Prerequisite & Evaluation	
Prerequisite	Assessment
N101 International Negotiation OU N201 International Negotiation	Written exam (2 hours) 100 %

Teaching methods					
	Lecture	Directed Work	e-Learning	Other	
Volume					