

SEMESTER AT SEA COURSE SYLLABUS
University of Virginia, Academic Sponsor

Voyage: Spring 2016
Discipline: Commerce
SEMS 3500-110: International Negotiation
Division: Upper
Faculty Name: Dr. Terri R. Lituchy
Credit Hours: 3; Contact Hours: 38

Pre-requisites: Organizational Behavior

COURSE DESCRIPTION

This course examines the causes and consequences of conflicts and disputes and provides alternative strategies for negotiating and resolving conflicts. It utilizes lectures, videos, cases, and interactive exercises to convey concepts and theories. You'll identify your negotiating strengths and the areas where you can improve. You'll learn one-on-one and team-on-team negotiation skills, apply them in simulations and receive individualized feedback on your performance. You'll also master the essentials of deal making within and between organizations, dispute resolution and negotiating in a global environment. Cultural and International aspects of conflict and negotiation will be emphasized. The course will focus on voyage-relevant cases of in the countries we will visit.

COURSE OBJECTIVES

By the end of the course, you will identify your negotiating strengths and the areas where you can improve. You'll learn one-on-one and team-on-team negotiation skills, apply them in simulations and receive individualized feedback on your performance. You'll also master the essentials of deal making within and between organizations, dispute resolution and negotiating in a global environment.

REQUIRED TEXTBOOKS

AUTHOR: Roger Fisher, William Ury, Bruce Patton,
TITLE: *Getting to Yes: Negotiating Agreement Without Giving In*
PUBLISHER: Penguin Books
ISBN #: 9781101539545
DATE/EDITION: 3rd ed. rev. (2011)

AUTHOR: Jeanne M. Brett
TITLE: *Negotiating Globally: How to Negotiate Deals, Resolve Disputes, and Make Decisions Across Cultural Boundaries*
PUBLISHER: Jossey-Bass
ISBN #: 978-1-118-60261-4
DATE/EDITION: 3rd Edition, March 2014

AUTHOR: Betty Jane Punnett
TITLE: Experiencing International Business and Management: Exercises, Projects and Cases
PUBLISHER: Sharpe
ISBN #: 978-0-7656-2548-9
DATE/EDITION: 2011, 2nd Edition

Program on Negotiation (PON) at Harvard Law School simulations
Hiring a Newtonian
Indopotamia

TOPICAL OUTLINE OF COURSE

(Note: The itinerary is also subject to change.)

Depart Ensenada- January 5:

A1- January 7: **Introduction to International Negotiation** **Brett, Ch 1**
Exercise – Personal Choices; Cultural Intelligence **Brett, Ex 1-7; 5-4**
Writing Assignment

A2- January 9: **Getting to Yes** **Fisher & Ury I-II**
Exercise- Distributive/Integrative Negotiations
Video –Manager’s Hot Seat

A3- January 11: **Getting to Yes, continued** **Fisher & Ury III-V**
Exercise -International Trade **Punnett Exercise 4**
Exercise -Evaluating Strategy **Brett, Ex 3-10**

Honolulu: January 12

A4- January 14: **Culture and Negotiation** **Brett, Ch 2-3**
Exercise - Culture Survey **Harvard Intl Negotiation**
Video – Conflict and Negotiation
Harvard-Cross-Cultural Simulation **Hiring a Newtonian**

A5- January 17: **Culture And Negotiation Continued** **Weiss & Stripp;**
Case Study **Metcalf et al**
Video - Trust Travels **Brett Ex 2-3 Japan**

Study Day: January 19

A6- January 20: **Negotiating with the Japanese** **Lituchy**
Case Study Nichia vs Nakamura **Brett Ex 4-4, Japan**
Video **The Col Comes to Japan**

A7- January 22: Exam #1

Yokohama: January 24-25 **Field Lab** Monday, 25 January (Day 2 Lab)

In-Transit: January 26

Kobe: January 27-28

A8- January 29: Field Lab debriefing and presentations

Group 1 China

Shanghai: January 31-February 1

In-Transit: February 2-3

Hong Kong: 4-5

**A9- February 6: Asian Culture, Negotiating with the Chinese
Case Study Newbridge & Chinese Negotiations
Exercise – GSK China**

**Ma
Brett, Ex 4-10 China
Group 1 China
Group 2 Vietnam**

Ho Chi Minh: February 8-12

**A10- February 13: Negotiating in Southeast Asia
Resolving Disputes
Exercise US/South Korea**

**Group 2 Vietnam
Brett, Ch 4
Punnett Exercise 5**

Study Day: February 15

**A11- February 16: Negotiating in Teams
Survey Identifying Effective Strategies For Multicultural Teams
Exercise – Naire/Allcool**

**Brett, Ch 5
Punnett Exercise 7
Group 3 Myanmar**

Yangon: February 18-21

**A12-February 23: Social Dilemmas, Govt & FDI Negotiations
Case Study OPEC Negotiations
Exercise – Social Dilemmas**

**Brett, Ch 6-7
Brett Ex 6-3
Brett Ex 6-7
Group 3 Myanmar**

A13- February 25: Exam #2

Group 4 India

Cochin: February 27-March 3

Group 4 India

**A14- March 4: Negotiating in South Asia
Case Study Dabhol Power Project**

Brett Ex 7-2 India

Study Day: March 6

FIELD WORK

Experiential course work on Semester at Sea is comprised of the required field lab led by your instructor and additional field assignments that span multiple ports.

FIELD LAB (At least 20 percent of the contact hours for each course, to be led by the instructor.)

Field lab attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field lab.

The field lab for this course takes place on: Monday, 25 January (Day 2 Lab)

Nemawashi

Yokohama, Japan

We will travel to Tokyo for talk on international negotiations from a professor at Keio University and meet with students and business people. Students will learn about how culture and language affect negotiation behaviors and outcomes. In the afternoon, we will visit Kirin brewery and find out how they negotiate to sell their products internationally. The Academic objectives are to: 1. Learn about Japanese culture and negotiation style; 2. Examine how culture affects negotiations behaviors and outcomes, and learn about *Nemawashi*; and, 3. Understand the affect culture has on negotiating within country versus with outsiders; eg: *Nemawashi* vs. *Banana* negotiations.

FIELD ASSIGNMENTS

Although you may not have realized it before this class, you are constantly negotiating with others and people around you are constantly negotiating with one another. Your field assignments involve understanding culture in the countries we visit and how it affects negotiations.

Notebook/Journal Project – Negotiating Experiences – Keep a journal of your observations and experiences involving negotiations in each country we visit. The typed paper should be 2-3 pages, single-spaced or about 1600-2400 words (12 point font, one inch margins). These are due and will be discussed in class on April 4 (so you won't be able to include Morocco).

In the journal, write about at least three (3) negotiations that you participate in (in 3 different countries). In the Field Assignment Journal you should report on, and critically assess, negotiations involving your experience. Here are some questions to think about: (1) How prepared was the other negotiator? (2) How prepared were you? (3) Was information shared (at once or eventually)? (4) Would you characterize the negotiation as positional, or principled, or a mixture? (5) How did the negotiation open and close? How and when did the parties haggle, and how and when did they commit? (6) Did you learn anything from those you negotiated with? (7) Did a negotiator do something that you found questionable, whether as a matter of strategy or of ethics? (8) How did cross-cultural issues emerge, and how effectively were they handled? and (9) What was the outcome?

Group Project – What do we negotiation?

In the United States, we may negotiation with Human Resources regarding salary, job title, number of vacation days. Businesses negotiate the price of raw materials and supplies. Consumers negotiate the price of (new and used) cars, the price of a new home, and how much we'll pay for services such as baby sitters, lawn care, etc. But we do not negotiate the price of electronics or clothes in department stores, or services such as airlines, movies, hairdresser, or cable TV. What is acceptable to negotiate varies in different countries. Further negotiations vary across cultures such as: whether you negotiate on your own or bring a team to the negotiation table; cooperating or competing with a friend or a stranger.

Groups of 4 students will be assigned to a country. Before we get to port, they will present their research on the culture and negotiation style of that country/culture.

While visiting the country, each group should be observant for negotiations that take place in public settings, and/or what they read/watch in the news. Take notes on your observations. After returning to the ship, the same group will present to the class their observations. Be sure to discuss any similarities or differences from what you have read before hand and what you have observed in country.

The typed paper should be 2-3 pages, single-spaced, or about 1600-2400 words (12 point font, one inch margins), and include 3-4 references in addition to course materials.

METHODS OF EVALUATION / GRADING RUBRIC

3 Exams	30%
Field Lab	20%
Field Assignments	
Group Project	20%
Journal	10%
Participation	<u>20%</u>
	100%

The Program on Negotiation (PON) at Harvard Law School supplies the simulations. Each is a sophisticated training tool, carefully designed to assist students in the U.S. and abroad to improve their understanding of negotiation and their abilities as negotiators. The simulations selected for the course require students to learn and practice an array of practical negotiation skills and to think through a host of important negotiation issues. Class participation is required to make this course work since it relies heavily on simulations and class discussion. If you are not prepared to participate actively alongside your classmates in every class session, you should find another course to take.

Please note attendance and participation is required on Semester at Sea. Absences are only excused when accompanied by a note from the clinic.

RESERVE BOOKS AND FILMS FOR THE LIBRARY

Film - **The Col Comes to Japan**

ELECTRONIC COURSE MATERIALS

Brett supplemental materials
Harvard International Negotiation reading

Lituchy, T.R. (1997). Negotiations Between Japanese and Americans: The Effects of Collectivism on Integrative Outcomes. *Canadian Journal of Administrative Sciences*, 14(4), 386-395.

MA, Z. (2006). "Negotiating into China: the impact of individual perception on Chinese negotiation styles", *International Journal of Emerging Markets* Vol. 1 No.1, 2006 pp. 64-83.

Ma, Z, et al (2014). "Confucian Ideal Personality and Chinese Business Negotiation Styles: An Indigenous Perspective". *Group Decision and Negotiation* 23(2), DOI 10.1007/s10726-014-9394-6.

Ma, Z, et al. (2010). "Explore the impact of collectivism on conflict management styles: A Turkish study". *International Journal of Conflict Management*, Vol. 21(2), pp. 169-185.

Manyak & Katono (2010). "Conflict management style in Uganda: a gender perspective". *Gender in Management: An International Journal* Vol. 25 No. 6, 2010 pp. 509-521.

Metcalf, L.E., Shankarmahesh, M., Bird, A., Lituchy, T.R., & Peterson, M.F. (2007). "Cultural Influences in Negotiations: A Four Country Comparative Analysis." *International Journal of Cross-cultural Management*, 7(2), 147-168.

Weiss, Stephen E. and William Stripp. (1998). Negotiating with Foreign Business Persons: An Introduction for Americans with Propositions on Six Cultures. In Susanne Niemeier, Charles P. Campbell, and Rene Dirven, editors, *The Cultural Context in Business Communication*. Amsterdam: John Benjamins Publishing Company. 51-118.

HONOR CODE

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University's honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager's Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: "On my honor as a student, I pledge that I have neither given nor received aid on this assignment." The pledge must be signed, or, in the case of an electronic file, signed "[signed]."