

**University of Haifa**  
**School of Business Administration**  
**Managers MBA Program**

Classes GEFEN + GOMEH and DUGIT (course 4333)

Course name: **INTERNATIONAL BUSINESS NEGOTIATIONS**

Lecturer: Associate Professor Chalom Schirman

Office hours: Thursdays from 14:00 to 15:00 (upon appointment)

Email: [chalomabrod@hotmail.com](mailto:chalomabrod@hotmail.com)

**Objectives of the course:**

- to give participants an understanding of major theoretical perspectives on the nature of effective negotiation;
- to provide a framework for translating negotiation theory and research into effective practice;
- to provide a range of illustrations of successful (and unproductive) negotiation practice drawn from the worlds of international business, international political decision making, interpersonal and intergroup relations;
- to illustrate **how Parties can create value for themselves through Negotiation;**
- to sharpen participants awareness of conflict and its settlement or resolution through a variety of means including negotiation and the intervention of third parties as mediators.

**Structure and methodology:**

Using a combination of short lectures, structured interactive exercises, case analyses, role-playing simulations, presentations by students of own negotiation experience and class discussions, this course introduces a pragmatic and effective approach to reaching agreement/arrangement through negotiation. Since everyone negotiates and does so all the time it is possible to teach negotiation by taking skills that people already have - then improving upon these through systematic exploration of various themes and issues.

The underlying structure of the Model of Principled Negotiation is very clearly described in the book **participants are required to read before class starts:**

*“Getting to Yes”*, by R. Fisher & W. Uri.

The consecutive sessions will thus be devoted (according to the methods described below) to further detailing, exploring and experiencing the various elements and components of the Model. Before each session, case studies will have to be prepared by the students.

N.B: All the course materials are in English. **The course is taught in Hebrew.**

## **Grading and Assessment:**

- **Attendance.** The course is based on simulation of cases in groups, where each student is assigned a specific role. At the end of most session, you will be given the instructions for your roles in the simulation that will take place during the following session. If a student is absent (or late), s/he will penalize the other members of his/her group. It is thus essential that all participants who register for the course attend ALL sessions. *Consequently, please note that*

***If a student misses one session, 10 percent will be removed from his/her grade.***

***If a student misses 2 sessions, 20 percent will be removed from his/her grade.***

***If a student misses more than 2 sessions s/he will not get a credit for this course.***

- **The final (overall) Grade will be composed of**
  - Multiple choice quiz, to be taken in class during the second session on Thursday March 12, 2020 (20% of overall grade)
  - Group Presentations of students' own negotiations (40% of overall grade)
  - Final group report 1,500 – 2000 Words (40% of overall grade).

**Deadline for submitting the report: Thursday, May 14, 2020.** *N.B. - only paper copies sent to Vered Alon will be graded – please do not email any electronic copy.*

## **Required Preparations:**

1. BEFORE SESSION 1: Watch *The Mindset of a Successful Negotiator* at [https://www.youtube.com/watch?v=0ozaB\\_zf0eE](https://www.youtube.com/watch?v=0ozaB_zf0eE)
2. BEFORE SESSION 2: Read The book *Getting to YES*
3. READINGS: Please refer to the session breakdown for the **required** readings.

## **Suggested Readings:**

The Course Manual contains several lists of further suggested readings by topic.

## Sessions breakdown:

Session	Required readings for the session	Content of session
1 (March 5, 2020)	1) <b>Fisher Roger and Ury William, <u>Getting to Yes - Negotiating Agreement Without Giving In</u></b> , 2nd Edition, Penguin Books, New York 1991 (all chapters)	Introduction to Negotiation Theory and Practice Techniques to joint decisions Situations of Negotiation Positions bargaining vs. Interests dovetailing <b>Case Study (Simulation): <i>Oil Pricing</i></b> <ul style="list-style-type: none"> <li>Prisoner's dilemma; the emergence of cooperation; long term relations; stakes and objectives; trust</li> </ul>
2 (March 12, 2020)	1) <b>Case:</b> Law Library 2) <b>Articles:</b> <ol style="list-style-type: none"> <li>Axelrod Robert, "The Problem of Cooperation" (Course Manual, p. 25)</li> <li>2. <i>Venter Dr. DP</i>, " Making First Offers - the pros and cons" (Course Manual, p. 45)</li> </ol>	<b>QUIZ</b> <b>Case Study (Simulation): <i>Law Library</i></b> <ul style="list-style-type: none"> <li>the PON Model: Alternatives, BATNA, ZOPA, First Offer, Anchoring, Options, Creating Value</li> </ul>
3 (March 19, 2020)	1) <b>Case:</b> Sally Swansong 2) <b>Articles:</b> <ol style="list-style-type: none"> <li>Mor-Schirman Rivka, "Interests vs Ethics" (course manual p. 85)</li> <li>Ertel Danny, "Turning Negotiation into a Corporate Capability" (Annexed to the course manual)</li> </ol>	<b>Case Study (Simulation): <i>Sally Swansong</i></b> <ul style="list-style-type: none"> <li>Project Negotiation: Defining stakes; Creative options</li> </ul> The negotiation function in the firm
4 (March 26, 2020)	1) <b>Case:</b> Chestnut Drive	<b>Case Study (Simulation): <i>Chestnut Drive</i></b> Structure of Preparation for a Negotiation
5 (April 2, 2020)	<b>STUDENTS Presentations of own negotiations</b>	4 Group presentations (3-4 students) of 20 minutes MAX + 10 min discussion
6 (April 23, 2020)	<b>STUDENTS Presentations of own negotiations</b>	4 Group presentations (3-4 students) of 20 minutes MAX + 10 min discussion
7 (April 30, 2020)	1) <b>Case:</b> Tucker Graphics and Nihon Ichiban 2) <b>Articles:</b> <ol style="list-style-type: none"> <li>Salacuse Jeswald W., "Intercultural Negotiation in International Business" (Annexed to the course manual)</li> <li>Sebenius James K., "The Hidden Challenge of Cross-Border Negotiations" (Annexed to the course manual)</li> </ol>	<b>Case Study (Simulation): <i>Tucker Graphics &amp; Nihon Ichiban</i></b> <ul style="list-style-type: none"> <li>International and intercultural aspects of negotiations</li> </ul>
8 (May 7, 2020)	1) <b>Case:</b> Harborco 2) <b>CONCLUSIONS</b>	<b>Case Study (Simulation): <i>HARBORCO</i></b> <ul style="list-style-type: none"> <li>Multiparty, multi-issue negotiations, coalition building</li> </ul>

## **Chalom Schirman**

Chalom Schirman is the Director of the International MBA at the University of Haifa. He is Associate Professor at the Faculty of Management at Haifa University and at *Tongji* University in Shanghai. Previously he has been Associate Professor at the Graduate School of International Management of the *Ecole Nationale des Ponts et Chaussées* (ENPC), Paris from 1995 to 2010 and International Dean of SIMBA (Shanghai International MBA), a joint venture between the ENPC-MBA and the School of Economics and Management of Tongji University in Shanghai (1999-2010).

Chalom Schirman has been teaching *International Business Negotiation* and *GeCoPolitics, the geopolitics of globalization* in several MBA Programs in Paris, Casablanca, Shanghai, Haifa, Edinburgh, Tokyo, Delhi, Buenos Aires, etc. He was/is also in charge of the *Shanghai Study Trip*.

In parallel, he was an International Consultant in strategy, international partnerships, trade agreements and Negotiation as well as a Founding Partner & Associate of *Négociateurs Associés* - Paris, training and consulting firm in Negotiation Techniques and Management.

Prior to 1990, Chalom Schirman had been, for 17 years, an Israeli diplomat, first in charge of the Division of International Economic Intelligence, later as Counselor for Economic Affairs, Embassy of Israel, Paris and as the Israeli Representative at the Club de Paris and, finally, Consul General of Israel in Montreal (1986-1990).

Born in Belgium, he graduated in Economics and International Relations from the *Université Libre de Bruxelles* and Harvard University, was trained in 1986 at the Harvard Salzburg Seminar by Prof R. Fisher and H. Raiffa and later at the PON Trainers' Program (Cambridge, MA), is an ENPC-MBA Alumnus (class of 91), was President of the ENPC-MBA Alumni Association (95-97) and a member of the Harvard Clubs of France, Shanghai and Israel. He lived and worked in China from 2012 to 2015.

He has co-authored a book titled *Business Negotiations Strategy* published (in Chinese) in Beijing (2005) and has written several articles and two case studies on Negotiation Techniques as well as a Monograph on *The impact of the Arab boycott* (Shiloach Institute of Tel Aviv University) and *A Guidebook on International Economic Relations for diplomats* (MFA, Jerusalem)

Email: [chalomabrod@hotmail.com](mailto:chalomabrod@hotmail.com)

Tel (Israel): 0527 200 815