

## Cross-Cultural Communication & Commercial Negotiation



### SCHOOL

Faculty of Culture, Tourism  
and Hospitality (Esthua)



### CAMPUS

Saint-Serge



### LEVEL

3rd year Bachelor's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Spring (S2)

- > **Degree course:** Tourism
- > **Teaching unit:** UE2 Management
- > **Course language:** English
- > **Duration (hours):** 12
- > **ECTS:** 9
- > **Teacher(s):** Gerold Beyer

#### > Assessment:

- Continuous assessment
- Final exam

#### > Teaching methods:

- Lecture course            hours
- Tutorial course    12    hours
- Practical work            hours

- Case study
- Project

## COURSE DESCRIPTION

After some theoretical courses on cross-cultural communication students will have to acquire negotiating techniques and strategies that they will have to apply as part of case studies. This course on negotiation relies on elementary knowledge of commercial language. This course aims at having students further their knowledge of commercial languages as well as of different countries and cultures. Students will be prepared to meetings with professionals in the fields of negotiation, sales, export, imports?

### Course Outline

Part 1 Cross-Cultural Communication:

- Basics of communication
- Verbal, non-verbal communication, gestures etc.
- Definitions of culture and Hofstede's model of 'mental programming'?
- What are intercultural conflicts and how can they arise?
- Cultural dimensions and country/culture comparison tools

Part 2 Case study ? International Negotiation:

- During the second part of the course, students will work in groups and prepare a negotiation between firm from two different countries.
- Each student will play the part of an employee of a given company. In small groups students will discuss the strategy and procedure to make an agreement with the other groups.

## OBJECTIVES

By the end of this course, students will:

- Understand concepts and principles of communication, culture and intercultural interaction
- Identify cultural differences and the importance of cultural sensitivity
- Have an idea of an international negotiation and the impact of cultural differences during a negotiation (first approach)
- Understand that intercultural knowledge is as important in a negotiation as other 'material' factors (prices, delivery, services, product quality?)

## OTHER INFORMATION

This course is included in the teaching unit UE2 Management.

Students must attend all courses of a unit.

9 ECTS are delivered once the unit is validated.

## SELECTIVE BIBLIOGRAPHY

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**Books:**

- Cultures and Organizations, Geert Hofstede, McGraw-Hill Professional, 3rd Edition, June 2010
- Mirroring Hands, Richard Hill and Ernest L. Rossi, Crown House Publishing Limited, August 2018
- How to Negotiate Anything with Anyone Anywhere Around the World, Frank L. Acuff, Amazon, 3rd Edition April 2008

**Web:**

<https://www.hofstede-insights.com>