

Course Syllabus

020MOGGS5 – Market Globalization

1. **Course number and name:** 020MOGGS5 – Market Globalization
2. **Credits and contact hours:** 2 credits – 14x1:15
3. **Instructor's or course coordinator's name:** Hilda BAIRAMIAN
4. **Textbook and other supplemental material:**
 - a. "La mondialisation" Alain Nojon, Editions SEDES 1999
 - b. "Institutions et politiques commerciales internationales" by Dominique Pantz-Armand Collin 1998
 - c. "International Marketing" Cateora 10th Edition – Prentice Hall
 - d. "Ramses 2014- Les grandes tendances du monde" IFRI
 - e. "Stratégies et tactiques de la négociation", Lionel Bellenger – ESF Editeur
 - f. "Communication interpersonnelle et négociation commerciale" S. Frechet-Ellipses
 - g. "La négociation: conduite, théorie, applications", Christophe Dupont - Dalloz
 - h. "La négociation d'affaires". Règles, pratiques et applications. Michel Delahey - Dunod
5. **Specific course information**
 - a. **Catalog description:** this course covers the global challenges that managers have to face in an ever changing environment. It helps the reflection on international business, social, environmental and political issues. It aims to provide the students with an understanding of negotiation skills required in business deals involving partners of various nationalities and backgrounds.
 - b. **Prerequisites:** None.
 - c. **Required/Elective/Selected Elective:** Required major course for the Buildings and Engineering Management Option
6. **Specific goals for the course**
 - a. **Specific outcomes of instruction:**

To help the engineering students to think in terms of international business and economic issues that will allow them to understand the challenges of the new globalized environment.
 - b. **KPIs addressed by the course:**

KPI	a2	c1
Covered	X	X
Assessed		
Give Feedback		

7. Brief list of topics to be covered and approximate number of lectures:

Topic	# Hours
Sustainable development	2
Fair business	2
Challenges in managing scarce resources such as water...	2
Problems and difficulties related to global climate warming	2
The new economic powers: China, India, Brazil...	2
Interpersonal communication and negotiation skills	2
International negotiation strategies	2