

## Market Globalization

1. **Course number and name:** 020MOGGS5 Market Globalization
2. **Credits and contact hours:** 2 ECTS credits, 1x1.25 hours
3. **Name(s) of instructor(s) or course coordinator(s):** Hilda BAIRAMIAN
4. **Instructional Materials:**
  - a. “Stratégies et tactiques de la négociation” Lionel Bellenger – ESF Editeur
  - b. “Communication interpersonnelle et négociation commerciale” S. Frechet-Ellipses
  - c. “La négociation : conduite, théorie, applications” Christophe Dupont - Dalloz
  - d. “La négociation d’affaires”: Règles, pratiques et applications. Michel Delahaye - Dunod
  - e. Articles de Harvard Business Reviews. : « Cases on Negotiation”
5. **Specific course information**
  - a. **Catalog description:** The aim of this course, designed for engineers, is to introduce various aspects of the phenomenon of the phenomenon of globalization, which is changing the face of the world economy and is undoubtedly the most fundamental and characteristic development since the beginning of the 21st century.  
The rapid evolution of world events is destroying fragile commercial equilibria and opening up the world to situations that are complex to understand and manage.  
This course, aimed at engineers, includes several practical cases and role-playing exercises to enable students to better grasp the problems, difficulties and subtleties they will face in their professional lives as partners in negotiations of various kinds.  
Teaching methodology  
The approach adopted in this course is resolutely practical, enabling students, through role-playing, to engage in self-critical simulations of different situations typical of the business world, based on the theories and rules of negotiation explained in class.
  - b. **Prerequisites or co-requisites:** None
  - c. **Required:** Required course for Buildings and Engineering Management Specialty students.
6. **Educational objectives for the course**
  - a. **Specific outcomes of instruction:**
    1. Enable the student to understand the rules of communication
    2. Move from oral communication to business negotiation.

3. Understand the structure and stages of a business negotiation.
4. Write a structured research paper for an oral presentation
5. Speak in front of an audience to develop a logical argument.
6. Understand geo-political issues in the second decade of the 21st century.
7. Evaluate the impact of these issues on the strategies of international and multi-national companies.
8. Understand the link between environmental factors and corporate strategies.

**b. PI addressed by the course:**

<b>PI</b>	2.1
<b>Covered</b>	yes
<b>Assessed</b>	

**7. Brief list of topics to be covered:**

Sessions	Description
1	- The emergence of new economies : BRICS and beyond - Global warming and its consequences worldwide -Geo-political water issues in the Middle East
2	-The British Brexit and its consequences for market balances in the European Union -The unstable geopolitical situation in the Middle East and particularly around the Mediterranean basin
3	- Trade challenges created by the CIOVID pandemic 19 -The war situation between Ukraine and Russia - Global consequences
4	INTERPERSONAL COMMUNICATION a- The actors of communication b- Non-verbal communication c-Communication-Discussion- Negotiation WHAT DOES NEGOTIATION MEAN? a- From discussion to negotiation b- What's new in negotiation? c- Misconceptions and constructive mentalities
5	BUSINESS NEGOTIATION METHODOLOGY a- Negotiation conditions b- Preparing for negotiation c- Consultation skills d- Reaching an agreement MASTERING THE DISCUSSION PROCESS a- Discussion: a complex interaction b- Risk scenarios c- Priorities for constructive discussion design d-Crisis situations

6	FROM CANVAS TO STRATEGY NEGOTIATION a- The 3C model of constructive negotiation b- Choosing a direct or indirect strategy c- Tactics derived from strategies
7	ACCESS TO STRATEGIC CULTURE a- Awaken your inner strategist. b- The art of maneuvering c- Negotiation as a battle d- Negotiation as a game