



GUÍA DE APRENDIZAJE (MODALIDAD DISTANCIA)

1. DATOS GENERALES

SIGLA	NOMBRE DE LA ASIGNATURA	TEÓRICA	HRS	CRÉDITOS
CMR001	ESTRATEGIAS DE NEGOCIACIÓN INTERNACIONAL	<input checked="" type="checkbox"/>	4	8
CLAVE	UAB	PRÁCTICA		
20380	COMERCIO EXTERIOR Y ADUANAS		4	8
TOTAL				
CARRERA(S) A LA(S) QUE SE IMPARTE		PRERREQUISITOS		SUBSECUENTES
COMERCIO EXTERIOR				NINGUNA
ACADEMIA				
COMERCIO EXTERIOR Y ADUANAS				
VERSIÓN DE LA GUÍA		1.1		
FECHA DE ELABORACIÓN/ACTUALIZACIÓN				
Verano 2019				

VISIÓN GENERAL DEL CURSO

2. PROPÓSITO DEL CURSO ¿Por qué es importante esta materia dentro del plan de estudios?

The development of negotiation skills has become a fundamental human need in both the professional and personal development of people. First of all, it is important for everyone to understand that negotiation is not a contest but a collaborative effort to achieve the mutual benefit of the stakeholders.

Secondly, it is fundamental for professionals to be aware that negotiations are not merely founded on dialogue but also require a complex process which consequently, allows them to achieve the objectives they have determined prior to the negotiation actually taking place.

Finally, this course aims for students to gain consciousness in the development of their communicative skills based upon their cultural context and the way these characteristics affect them as negotiators as well as how other negotiators they might come across in the career are affected by their cultural backgrounds.

3. CONTENIDO TEMÁTICO (Estructura general del curso, POR SEMANAS)

1. Definition of negotiation.
2. Negotiation Stages.
3. Interest and position in the negotiation process.
4. The 4 styles of key negotiators.
5. Temperament and negotiation styles.
6. Value in negotiations.
7. Determination of alternatives in a negotiation.
8. Reservation Value.
9. Zone of Possible Agreement.
10. The 7 principles of investigative negotiation.
11. Strategies to obtain information from reticent negotiators.
12. Preparation and strategies for every negotiation stage.
13. Effective communication in the negotiation process.
14. The seven pillars of negotiation wisdom.
15. Cultural Impact in negotiations.
16. Negotiating with different cultures.

4. SISTEMA DE EVALUACIÓN

4.1 Evaluación. Seleccionar al menos, tres elementos de evaluación distintos.	4.2 Calificación. Porcentaje de calificación.
Weekly Activity (Forum, Quizzes, Live participation)	20%
Real life Negotiation Essays with class integration	20%
Module exams	30%
Final Project	30%
Total	100%