Ljubljana Summer School

6 – 24 July 2020

Strategy and Negotiations in Multicultural Environments

Bachelor course (ECTS: 6)

14.00 – 16.30

Course leader:

ROMERO USCANGA Carlos

Tecnológico de Monterrey, Mexico

Aims and objectives of the course:

This course will introduce the student into the new environment to design strategies and negotiate in multicultural environments through a knowledge journey to cultural, political, economic and business dimensions and the interconnections among them.

At the end of the course, the student will be able to:

- Perform effectively in multicultural environments based on international negotiation activities and design of corporate and global strategies.
- Develop the ability to negotiate, plan and make strategic decisions in multicultural and multinational business environments. It requires the knowledge of strategy in organizations.
- Effectively manage multicultural diversity in organizations.
- Lead multicultural teams to a common goal.
- Integrate business portfolios.
- Plan and make strategic decisions in multinational contexts.
- Understand the role of the board of directors.
- Establish agreements in international negotiations.

Course syllabus:

1. Multinational strategy
   1.1. Tools for the analysis of target countries
2. Diversification strategies
3. Planning Negotiation
   3.1. Types of trading
4. Corporate governance
   4.1. Agency Theory
5. Multicultural diversity
   5.1. What is the management of diversity?
6. Multicultural leadership.
   6.1. Leadership styles.
7. Multicultural ethics
   7.1 What ethics is?
8. Culture and negotiations
9. Intercultural Negotiation in International Business
   9.1. Intercultural Negotiation Strategies

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Course materials/List of readings:

Book:

Critical Issues in Cross Cultural Management 1st ed. 2016 Edition by Jessica L. Wildman (Editor), Richard L. Griffith (Editor), Brigitte K. Armon (Editor)

Teaching methods:

1. Project-Oriented Learning
2. Cases Analysis

Evaluation method and grading scale:

Exercises	25 %
Cases in Team	25 %
Final Project	25 %
Participation	25 %

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	

Prerequisites for attending the course:

Students must read some cases and readings that I will send before the course.