

COURSE SYLLABUS – Summer 2015

International Business Negotiation

国际商务谈判（英）

Prof. Lijuan Zhang

COURSE DESCRIPTION

This course will use a combination of simulation, readings and class discussions to develop effective approaches to conducting business and reaching agreement in international business and trade negotiations. Students will be introduced to cross-cultural communication styles, national business expectations, and political interests that may diverge from the familiar and can often impede cross-border agreements. We will draw upon theory and cases to analyze specific international business negotiations and, through dynamic simulation, gain hands-on experience in international business strategy, negotiation and conflict resolution

COURSE OBJECTIVES

Upon completion of the course, the student will:

- Be familiar with concepts used in the study of international business negotiations;
- Develop, through simulation, experience with the complexity of international business;
- Build an understanding of theoretical perspectives concerning the nature of effective international negotiation;
- Become familiar with case examples addressing international business challenges.

TEXTBOOKS AND OTHER MATERIALS

Recommended books:

- Roger Fisher, William Ury, and Bruce Patton. *Getting to Yes: Negotiating Agreements without Giving In* 2nd edition. New York: Penguin, 1991. (Hereafter “*Getting to Yes*”)
- Harvard Business Essentials Guide to Negotiation. Harvard Business School Publishing Corporation, 2001. (Hereafter “*HBS*”)

Please also see assigned materials on the attached reading list.

METHODOLOGY AND POLICIES

Since a large part of the class will be geared toward the discussion of class material and cases, students are expected to spend time outside of the class, work in teams of two or more, and to prepare for class discussions. Class participation is an important part of the course, and indeed counts toward your final evaluation.

About Professor Lijuan Zhang

Dr. Lijuan Zhang is currently a Visiting Professor at the University of California Santa Barbara, where she teaches *US-China Trade Relations* for graduate students. Zhang also serves as an Adjunct Professor at the Middlebury Institute of International Studies (MIIS) since 2009. From 1997 to 1999, Zhang was a Fulbright scholar at MIIS, where she was awarded a Master's Degree in Commercial Diplomacy after two years of study. From 2006 to 2007, Zhang was selected as a Research Fellow at the Kennedy School of Government, Harvard University.

In both China and the US, Zhang teaches courses such as *International Business Negotiations*, *Commercial Diplomacy*, and *the US Economy and Trade Policy* for graduate and undergraduate students. She has authored and co-authored several books, and has published numerous academic articles in a number of professional journals. Zhang is also a columnist with China.org.cn, for which she has contributed about 50 English column papers.