

SELF PROGRAM 2023/2024

Sales Pitching and Negotiating in business contexts

Timothy Avison

Course information

Number of credits: 6 credits

Contact hours: 30 hours

Hours taught per week: 2 ¹/₂ hours

Teaching period: Spring 2024

Course description:

This course considers various aspects of doing business, and is designed to be interactive and dynamic. The primary aim is to develop the transversal skills of negotiating and giving effective presentations.

In Week 5 teams of students present a business project, taking into account material taught in the first weeks of the course. The development, writing and presentation of a business project in teams encourages students of different nationalities and academic backgrounds to share their knowledge and skills in a rich multicultural environment. 50% of the course focuses on the execution of a business plan for a novel product to be marketed in France. Students pitch their product to the rest of the class in group presentations. The exercise is inspired by the British TV series 'Dragon's Den'.

The other 50% concerns the strategies and tactics involved in negotiation.

In the second part of the course role-plays of business negotiations will form the basis for an analysis of negotiation strategies, investigating how cultural sensibilities (context and setting, communication dynamics, deciphering body language, bridging cultural differences) can influence the different tactics (hot/cold, divided front, consecutive negotiating, time pressures) that may be used. A short, written examination is organized covering a selection of the

matters taught in class; and marked to provide an overall average with the mark for the individual and group presentations/negotiations.

Syllabus:

Break-down: Business Plan + Pitching followed by Negotiation theory + Role Play

Week 1 : Course introduction. the Business Plan. Working in multi-cultural teams.
Week 2 : Ben Sherman case study. Introducing a novel product to the French market.
Week 3 : Swot, Pest, doing business in France. IP protection.
Week 4 : Teamwork on the Business Plan. Constructing a group sales pitch.
Week 5 : The Pitch (20 minutes per group)
Week 6 : Negotiation techniques and strategies.
Week 7 : How cultural assumptions influence deal-making
Week 8 : Mini-negotiation role plays
Week 9 : The clockface of negotiation
Week 10 : Assessed in-class import/export negotiation.
Week 11 : Never split the difference
Week 12 : Debrief. 1hr written exam on related lectures

Course objectives:

Improve students' skills in pitching and negotiating, both of these in international contexts

1. Knowledge in some depth of how to prepare and execute a business plan
2. Knowledge of negotiating theory and practice

Prerequisites:

Some notions of business, commerce and law useful, but not essential

Assessment:

Oral pitch of product or service and business plan: 50%

1hr written exam on negotiation strategies/tactics: 30%

In-class negotiation: 20%

Attendance:

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) unexcused absences will be allowed otherwise no mark will be given.

An unexcused absence at a test (final test or continuous assessment) means no credits for the course.

Bibliography:

The Negotiation Book - Steve Gates, 2016, Capstone

Getting to Yes – William Ury & Roger Fisher, 2011 Houghton Mifflin

Never Split the Difference - Chris Voss, 2016

<http://www.bplans.com> Examples of business plans, templates and advice for starting up a new business.

Elevator Pitch Essentials; Chris O'Leary, The Limb Press (2008)