

GRADO EN COMERCIO

Asignatura	INGLÉS PARA LA NEGOCIACIÓN COMERCIAL INTERNACIONAL	Código	801965
Módulo	Formación Complementaria	Materia	Complemento de la Actividad Comercial
Carácter	Optativa	Créditos	6
Plan de estudios	0831 - Grado en Comercio (2009-10)	Curso y Semestre	3, 4 / 2

Departamento responsable	Estudios Ingleses: Lingüística y Literatura
Coordinador/a de la asignatura	Dra. Margit Gaffal
Curso académico	2021/2022

SINOPSIS

BREVE DESCRIPTOR
International negotiation is an interaction among commercial agents in order to produce benefits for both parties. In international negotiation, command of the English language for specific purposes plays an important role. The English language applied to international negotiations involves both an appropriate methodology and practice of the negotiating process. The aim of this course is to study each of its parts, styles and strategies, linguistic and communicative components in an international and multicultural context.
CONOCIMIENTOS PREVIOS RECOMENDADOS
Students should have an intermediate level of English (B1+ according to the <i>Common European Framework of Reference for Languages</i>, CEFR).
OBJETIVOS FORMATIVOS
Resultados de aprendizaje
• Acquire proficiency in the field of commercial negotiations regarding the skills reading, listening, reading and writing. • Use the specific vocabulary and phraseology, idioms and business language and

apply them to different situations of commercial activity.
• Learn to negotiate in English and use different negotiation techniques.

Competencias

Core competencies:

CG1 - Saber reunir e interpretar datos sociales y económicos relevantes para la función comercial de forma que puedan emitir juicios sobre temas relevantes de índole comercial.

CG2 - Acquire communication skills, interpersonal cooperation and teamwork to ensure smooth cooperation with the agents involved in commercial activities.

CG3 - Understand and comprehend different cultural realities to establish commercial contacts and facilitate the global development of the markets and countries involved. Adapt different commercial strategies to consumers and the societies in which they operate.

CG4 - Understand and apply techniques of negotiation, decision-making and control regarding commercial relationship.

Specific competencies:

CE18 – Become proficient in English, both orally and in writing and apply the language skills to the field of commerce, such as for instance to business negotiations at international level.

CONTENIDOS TEMÁTICOS (Programa de la asignatura)

Tema 1: Introduction

Role of Culture in Negotiations
Challenges and Risks

Tema 2: Preparing to Negotiate

Phases of Negotiation
Relationship building
Corporate and cultural influences

Tema 3: Setting Objectives

Establish the procedure.
Prioritize objectives.
Draw up the agenda.

Tema 4: Initial Contacts

Getting to know the other side.
Agree items on the agenda.

Tema 5: The Meeting

Invitation to a meeting.
The meeting's goals.
Negotiation attitudes.

Tema 6: Making Proposals

Presenting a proposal and responding to it.
Offering a counterproposal.

Tema 7: Exploring interests

Clarifying information.

Linking offers to conditions.

Tema 8: A New Offer

Bargaining styles

Introducing new ideas and resolving differences.

Tema 9: Negotiation Techniques

The power of persuasion.

Deceptive techniques.

Tema 10: Dealing with Deadlock

Handling conflicts and dealing with differences.

Expressing agreement and disagreement.

Tema 11: Questioning Techniques

Making and obtaining concessions.

Encouraging agreement.

Tema 12: Reaching Agreement

Contract formation.

Closing negotiations.

ACTIVIDADES DOCENTES	HORAS	PRESENCIALIDAD
Asistencia y participación activa en clase	45	100%
Trabajo guiado	27,5	55 %
Trabajo autónomo del/la alumno/a	40	0%
Trabajo grupal del/la alumno/a	25	0%
Otras actividades	12.5	0%

EVALUACIÓN

Sistema de evaluación	Participación en la Nota Final
Pruebas orales y/o escritas	60 %
Presentación en clase	15 %
Resolución de problemas y ejercicios: trabajos en equipo y/o individuales e informes	20 %
Participación y actitud del/la alumno/a en clase a lo largo del semestre	5 %

The assessment of student performance is based on the principle of continuous evaluation. This principle is applied to both official exam dates per year.

RECURSOS

BIBLIOGRAFÍA BÁSICA

Lafond, Ch., Vine, S., Welch, B. (2010): *English for Negotiating*. Oxford Express Series: Business English. Oxford: Oxford University Press.

Flower, J. (1990): *Business Vocabulary*. Heine ELT: Language Teaching Publications.

Laws, A. (2000): *Negotiations*. Oxford: Summertown Publishing.

Lowe, S., Pile, L. (2007): *Negotiating*. New Delhi: Delta Publishing.

O'Connor, P., Pilbeam, A., Scott-Baqrrett, F. (1992): *Negotiating*. Harlow: Longman.

Cotton, D. et al. (2005): *Market Leader. Intermediate Business English Course Book*. New Edition. Harlow: Pearson Longman.

Powell, M. (2014): *In Company 3.0 Intermediate*. Oxford: Macmillan.

Sweeney, S. (1997): *English for Business Communication*. Cambridge University Press.

BIBLIOGRAFÍA COMPLEMENTARIA

Websites:

iate.europa.eu

www.ft.com

www.economist.com

www.bbc.co.uk/news/business

www.businessweek.com

www.forbes.com <http://europe.wsj.com>

INFORMACIÓN ADICIONAL

ADAPTACIÓN DE LA DOCENCIA DURANTE LA CRISIS SANITARIA PROVOCADA POR COVID-19

Plan Docente de Actuación de la Facultad de Comercio y Turismo para el curso 2021-2022

Ante la situación de crisis sanitaria provocada por COVID-19, el desarrollo de la asignatura se adaptará al modelo de organización de la docencia según diferentes escenarios (docencia presencial, semipresencial o en línea) y actuaciones que se concreten conforme a las directrices marcadas desde el Gobierno, la Comunidad Autónoma de Madrid, la Universidad Complutense de Madrid y la Facultad de Comercio y Turismo.

Información sobre el Plan Docente de Actuación para el curso 2021/2022:
<https://comercioyturismo.ucm.es/marco-estrategico-para-la-docencia-crisis-covid-19>

IDIOMA EN QUE SE IMPARTE

English

OTRA INFORMACIÓN

During the course students will give presentations, work on case studies, draw up reports, study negotiations and learn from sample solutions. The proposals presented will be discussed in group.