

INT 660 Milestone Three Guidelines and Rubric

Milestone Three requires students to use their research on culture, economics, and stakeholders in order to create a bargaining strategy to employ during negotiations with their potential business partners. Students must explain how this strategy will increase the likelihood of a successful outcome using research and previous milestones as support. Milestone Three must include a Best Alternative to a Negotiated Agreement (BATNA) that will strengthen the student's negotiating power.

Specifically, the following **critical elements** must be addressed:

IV. Negotiation/Bargaining Strategy

- What **bargaining strategy** will you use in your negotiations with your potential business partner? Justify your approach with supporting evidence from research.
- Why will this strategy be **effective** with the chosen culture/country in which the negotiation is taking place?
- What is your **BATNA**? How does it affect your negotiation approach with your potential business partner? How will your strategy increase the likelihood of a successful outcome?

Guidelines for Submission: Your paper must be submitted as a three- to four-page Microsoft Word document with double-spacing, 12-point Times New Roman font, one-inch margins, and at least three sources cited in APA format.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Negotiation Strategy: Bargaining Strategy	Provides a detailed description of the overall bargaining strategy that will be used for the negotiation that takes into account cultural considerations of the target country	Does not consider all of the necessary aspects of the negotiation plan	Does not provide a bargaining strategy	40
Negotiation Strategy: Effectiveness	Analyzes the overall negotiation strategy and provides a convincing explanation for why it would be effective with the chosen culture vs. other possible strategies	Does not provide a convincing explanation	Does not provide an explanation for why the strategy would be effective	25
Negotiation Strategy: BATNA	Provides a detailed, strong, and credible BATNA and a convincing explanation of how it influences the negotiation strategy and walkaway point	The BATNA and its influence on the negotiation strategy are not explained properly	Does not include a BATNA	25

Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Earned Total				100%