

INT 660 Final Project Guidelines and Rubric

Overview

The final project for this course is the creation of a comprehensive negotiation plan.

As more companies expand their focus to include foreign markets and suppliers, it is becoming essential for business professionals to possess the unique skills necessary to carry out international negotiations. Professionals working in international markets must adapt their negotiation strategy in order to meet the expectations of their clients.

In this project, you will choose a specific country/company pairing from the list provided in this document and use it as the foundation for your research and preparation. Using your knowledge of your chosen nation's culture, economy, and business environment, you will develop a negotiation and bargaining strategy. In addition, you will need to consider the stakeholders' interests and create a conflict management strategy to handle potential conflicts. Apply all components in order to create a comprehensive negotiation plan that you would employ when carrying out negotiations with your chosen country/company. Finally, you must create a professional paper that presents your entire negotiation plan effectively. In this project, you will present your findings and recommendations, including answers to all guiding questions, as a lead negotiator prior to traveling abroad to negotiate a deal with a foreign company.

The project is divided into **four milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Two, Four, Six, and Seven**. The final product will be submitted in **Module Nine**.

In this assignment, you will demonstrate your mastery of the following course outcomes:

- Assess the influence of culture and the environment on communication and business negotiations across the globe
- Evaluate differences in strategic decision making between diverse groups around the globe for their impact in business negotiations
- Propose appropriate bargaining strategies for conducting effective negotiations with people from different cultures
- Analyze the role of stakeholder interests in international negotiations and the need to prioritize these interests in the negotiation strategy
- Employ appropriate conflict management techniques in cross-cultural negotiations

Prompt

Use the textbook and information from your individual research on one of the country/company pairings in the table below for the following prompt.

Country	Company	Country	Company
China	Foxconn	Russia	Gazprom
Brazil	Petrobras	Italy	ST Microelectronics
France	Airbus Industrie	Japan	Toyota
Germany	Siemens	Netherlands	Philips
Spain	Telefónica	Mexico	CEMEX
India	Infosys	South Africa	Imperial Holdings
Switzerland	Nestlé		

For your negotiation plan, you must create a professional paper and apply the theories and concepts from the course to interpret and formulate answers to the following guiding question: Based on the analyses conducted on your country of choice, how would you carry out negotiations with your potential business partner to ensure a successful agreement that is favorable for both parties (you and the foreign company)?

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

I. Introduction

Before analyzing specific elements of negotiations in your chosen country, you will need to be familiar with general business practices and how they differ when conducting business internationally. Analyze the following aspects of negotiations and determine how each will impact cross-cultural negotiations.

- a) **Verbal communication**
- b) **Nonverbal communication**
- c) **Decision making**

II. Country Analysis

Analyze each of the following aspects of the country you have chosen and describe how each will impact your business negotiation.

- a) **Culture**
- b) **Economy**
- c) **Market** in which your chosen business operates

III. Stakeholder Analysis

For the following, remember that the scope of critical stakeholders and interests may differ depending on cultural considerations. Organize stakeholders based on priority.

- a) Who are the **critical stakeholders** involved in this negotiation?

- b) What is the significance of the **role** of each stakeholder?
- c) What are the **priorities** of each stakeholder?

IV. Negotiation/Bargaining Strategy

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

V. Conflict Management Strategy

- a) What **conflict management** strategy will you employ during cross-cultural negotiations to handle conflicts that could potentially arise?
- b) How will this strategy satisfy the **stakeholders** and ensure no harm is caused to the business relationship?
- c) Ensure the strategy is in harmony with the **culture** and other aspects of your chosen country.

VI. Conclusion: Summarize your chosen negotiation plan and explain why you feel it will be effective in this particular situation.

Milestones

Milestone One: Introduction to Country and Culture

In **Module Two**, you will submit a two- to three-page paper identifying the ways in which country-specific cultural aspects will impact the negotiation process. What are some important economic and cultural differences between your chosen country and the United States? How do natives of your chosen country perceive (in general) the American style of doing business? How do the cultural/economic characteristics of your chosen country affect the communication style, business approach, and decision-making process of your chosen country? The paper should be submitted as a Word document, written in APA style and cited appropriately. **This milestone is graded with the Milestone One Rubric.** The feedback provided by the instructor should be applied to your final negotiation plan.

Milestone Two: Stakeholder Analysis

In **Module Four**, you will submit a two- to three-page paper. Who are the critical stakeholders involved in this negotiation? What are their roles and priorities? Explain the role and position of each of the stakeholders and describe how their interests may differ depending on cultural considerations. What measures will you have to take to ensure all stakeholders will be satisfied with the outcome of the negotiation? The paper should be submitted as a Word document, written in APA style and cited appropriately. **This milestone is graded with the Milestone Two Rubric.** The feedback provided by the instructor should be applied to your final negotiation plan.

Milestone Three: Negotiation/Bargaining Strategy

In **Module Six**, you will submit a three- to four-page paper detailing the negotiation and bargaining strategy you will employ during business negotiations with your chosen country. Justify this approach with supporting evidence from research on the country and on the international negotiations strategy. Include your reasoning for choosing this strategy, including supporting research from previous milestones. Explain how the strategy will be used and how it will increase the likelihood of a successful transaction. What is your BATNA in this particular negotiation? How does the strength of your BATNA influence your approach to the negotiation? The paper should be submitted as a Word document, written in APA style and cited appropriately. **This milestone is graded with the Milestone Three Rubric.** The feedback provided by the instructor should be applied to your final negotiation plan.

Milestone Four: Conflict Management Strategy

In **Module Seven**, you will submit a two- to three-page paper detailing the conflict management strategy. Based on your research of the country's business ethics and values, how will you manage any conflicts that arise during negotiations? Describe how you will ensure no harm is caused to the business relationship. Ensure the conflict management strategy is in harmony with the culture and other aspects of your chosen country. **This milestone is graded with the Milestone Four Rubric.** The feedback provided by the instructor should be applied to your final negotiation plan.

Final Submission: Negotiation Plan

In **Module Nine**, you will submit your final negotiation plan. It should be a complete, polished artifact containing **all** of the critical elements of the final product. It should reflect the incorporation of feedback gained throughout the course. **This submission will be graded using the Final Project Rubric.**

Deliverables

Milestone	Deliverable	Module Due	Grading
1	Introduction to Business and Culture	Two	Graded separately; Milestone One Rubric
2	Stakeholder Analysis	Four	Graded separately; Milestone Two Rubric
3	Negotiation/Bargaining Strategy	Six	Graded separately; Milestone Three Rubric
4	Conflict Management Strategy	Seven	Graded separately; Milestone Four Rubric
	Final Submission: Negotiation Plan	Nine	Graded separately; Final Project Rubric

Final Project Rubric

Guidelines for Submission: Your final negotiation plan must be 8 to 10 pages in length (plus a cover page and references) and must be written in APA format. Use double-spacing, 12-point Times New Roman font, and one-inch margins. Include at least 10 references cited in APA format.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Introduction: Verbal Communication	Meets “Proficient” criteria substantiated with evidence	Provides concise, detailed explanations of common (in the United States) and unique verbal communication practices used in the target country	Provides common and unique verbal communications but does not explain their relevance in the negotiation process	Does not include an overview of common and unique verbal communication	6
Introduction: Nonverbal Communication	Meets “Proficient” criteria substantiated with evidence	Provides concise, detailed explanations of common and unique nonverbal communication used in the target country that can assist negotiators in presenting their case and in interpreting the intent and emotional state of the other party	Provides common and unique nonverbal communications but does not explain their relevance in the negotiation process	Does not include an overview of common and unique nonverbal communication	6
Introduction: Decision Making	Meets “Proficient” criteria substantiated with evidence	Provides an overview of the decision-making processes used in the target country	Provides an overview of the decision-making process but does not explain how it will impact the negotiation process	Does not include an overview of the decision-making process	6
Country Analysis: Culture	Meets “Proficient” and cites specific, relevant examples to support analysis	Analyzes the culture of the target country with a focus on business culture and explains how the culture will impact the negotiation process	Does not explain how the target country’s culture will impact the negotiation process	Does not include an analysis of culture	6
Country Analysis: Economy	Meets “Proficient” and cites specific, relevant examples to support analysis	Analyzes the current economy of the target country, including type of economy, and describes how it will impact the negotiation process	Does not explain how the target country’s economy will impact the negotiation process	Does not include an analysis of the economy	5
Country Analysis: Market	Meets “Proficient” and cites specific, relevant examples to support analysis	Analyzes the current state of the market in the industry of the chosen company	Does not explain how the target country’s market will impact the negotiation process	Does not include an analysis of the market	6

Stakeholder Analysis: Critical Stakeholders	Meets “Proficient” substantiated with market research	Identifies the critical stakeholders, including special interest groups, government officials, and individuals	Does not include all critical stakeholders in analysis	Does not identify the critical stakeholders	6
Stakeholder Analysis: Roles	Meets “Proficient” substantiated with market research	Analyzes the role of each key player in the negotiation	Does not sufficiently describe the stakeholders’ roles in the negotiation	Does not include an analysis of stakeholders’ roles	6
Stakeholder Analysis: Priorities	Meets “Proficient” substantiated with market research	Identifies the priorities of each key player in the negotiation	Does not sufficiently describe the stakeholders’ priorities in the negotiation	Does not include an analysis of stakeholders’ priorities	6
Stakeholder Analysis: Measures	Meets “Proficient” criteria and provides examples	Provides an explanation of measures that will be taken to ensure all stakeholders are satisfied with the outcome of the negotiation	Does not sufficiently explain the measures that will be taken to ensure all stakeholders are satisfied with the outcome of the negotiation	Does not provide an explanation of measures that will be taken to ensure all stakeholders are satisfied with the outcome of the negotiation	5
Negotiation Strategy: Bargaining Strategy	Meets “Proficient” criteria substantiated with rationale to support the strategies that were chosen	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	6
Negotiation Strategy: Effectiveness	Meets “Proficient” criteria substantiated with evidence	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	6
Negotiation Strategy: BATNA	Meets “Proficient” criteria substantiated with evidence	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	6
Conflict Management Strategy: Strategy	Meets “Proficient” criteria substantiated with rationale to support the strategies that were chosen	Identifies potential areas of conflict in the negotiation and provides an effective conflict management strategy to mitigate them	Does not consider all of the necessary aspects of the conflict management plan	Does not provide a conflict management strategy	6

Conflict Management Strategy: Stakeholders	Meets "Proficient" criteria substantiated with market research	Analyzes the effectiveness of the conflict management strategy for each group of key stakeholders	Does not consider all stakeholders in the creation of the conflict management strategy	Does not analyze the effectiveness of the conflict management strategy for each group of key stakeholders	5
Conflict Management Strategy: Culture	Meets "Proficient" criteria and provides examples	Explains how the conflict management strategies are in harmony with critical local cultural considerations	Does not consider all critical cultural aspects affected by the conflict management strategy	Does not analyze the cultural considerations of the conflict management strategy	4
Conclusion	Meets "Proficient" criteria substantiated with rationale	Summarizes negotiation plan and explains why it will be effective in the particular situation	Does not sufficiently explain why the negotiation plan will be effective in the particular situation	Does not provide a conclusion	5
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	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	4
Earned Total					100%