



UNIVERSIDAD DE CORDOBA

INSTITUTO DE ESTUDIOS DE POSGRADO

**MÁSTER UNIVERSITARIO EN  
COMERCIO EXTERIOR E  
INTERNACIONALIZACIÓN DE  
EMPRESAS**

2024/25 YEAR

**ENGLISH FOR INTERNATIONAL  
NEGOTIATION**



### Course details

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**Course name:** ENGLISH FOR INTERNATIONAL NEGOTIATION**Code:** 103121**Degree/Master:** MÁSTER UNIVERSITARIO EN COMERCIO EXTERIOR E  
INTERNACIONALIZACIÓN DE EMPRESAS**Year:** 1**ECTS Credits:** 4.0**Classroom hours:** 30**Face-to-face classroom percentage:** 30.0%**Study hours:** 70**Online platform:** <https://moodle.uco.es/>

### Coordinating teacher

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### Brief description of the contents

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The contents of this course will try to provide students with:

- the skills to prepare appropriate oral presentations and to cope with the different stages in an oral presentation (introduction, main part, conclusion, question phase);
- the linguistic tools to describe visuals and numbers used in an oral presentation;
- the skills to use their body language and voice accurately when making an oral presentation;
- the skills to negotiate and to cope with the different stages in negotiations (clarification of goals, proposal, agreement);
- the linguistic tools to discuss offers, set an agenda, convene a meeting, exercise leadership and break the deadlock in negotiations;
- the skills to use their body language and voice accurately when negotiating.

### Prerequisites

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#### Prerequisites established in the study plan

None.

#### Recommendations

A B2 English level is strongly recommended.

## Study programme

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### 1. Theory contents

#### SECTION I - ENGLISH FOR PRESENTATIONS

- Unit 1 - Let's get started (introduction of a presentation)
- Unit 2 - Today's topic is... (main part of a presentation)
- Unit 3 - My next slide shows... (visuals)
- Unit 4 - As you can see from this graph... (visuals: graphs and charts)
- Unit 5 - To sum up... (conclusions of a presentation)
- Unit 6 - Any questions? (question turn in a presentation)

#### SECTION II - ENGLISH FOR NEGOTIATING

- Unit 1 - Preparation
- Unit 2 - Setting objectives
- Unit 3 - The meeting
- Unit 4 - Proposals
- Unit 5 - A new offer
- Unit 6 - Dealing with deadlock
- Unit 7 - Agreement

### 2. Practical contents

Each unit will contain a set of practical exercises where students will be required to actively participate.

## Bibliography

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#### Basic bibliography:

- Grussendorf, M. (2011). English for presentations. Oxford University Press.
- Lafond, C., Vine, S., & Welch, B. (2014). English for negotiating. Oxford University Press.

#### Further reading:

- Godefroy, C. H., & Robert, L. (2017). The Outstanding Negotiator: How to develop your arguing power. [Independently published.]
- Katz, B. S. (1989). Turning practical communication into business power. Mercury Business Books.
- Kennedy, G. (1998). The new negotiating edge: The behavioural approach for results and relationships. Nicholas Brealey International.
- Laws, A. (2011). Negotiations. Orient Black Swan.
- Lewicki, R. J., & Hiam, A. (1998). The fast forward MBA in negotiating and deal making. Wiley.
- Mattock, J. & Ehrenberg, J. (1997). How to be a better negotiator. Kogan Page.
- McCarthy, P., & Hatcher, C. (2002). Speaking persuasively: The essential guide to giving dynamic presentations and speeches. Second edition. Allen & Unwin.
- Powell, M. (1996). Presenting in English: How to give successful presentations. NGL.

## Methodology

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### Clarifications

Part-time students will be required to ask the lecturer for information on how to successfully pass the course.

### Face-to-face activities

Activity	Total
<i>Oral communication activities</i>	5
<i>Projects based on the course contents</i>	20
<i>Reading comprehension, listening, visual, etc. activities</i>	5
<b>Total hours</b>	<b>30</b>

### Off-site activities

Activity	Total
<i>Exercise and problem solving activities</i>	10
<i>Information processing activities</i>	35
<i>Information search activities</i>	25
<b>Total hours</b>	<b>70</b>

## Results of the training and learning process

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### Knowledge, competencies and skills

- CB6 To acquire knowledge that can act as the basis for the original development and/or application of ideas mainly in research contexts.
- CB7 To ensure that students know how to apply the knowledge gained and are able to problem solve in unfamiliar situations in a variety of multidisciplinary contexts within their field of study.
- CE1 To gain a full understanding of international commerce; analysing advantages and competitive forces
- CE3 To understand the opportunities and risks of carrying out international transactions. .
- CE5 To take decisions taking into account numerous problems regarding the marketing and carrying out of the activity
- CE8 To reach an intermediate to high level of oral and written communication in the foreign language.
- CGE2 To encourage students in the following skills and abilities: analysis and synthesis, organization and planning, oral and written communication, problem solving, decision making, teamwork, critical thinking, autonomous learning, creativity,

ability to apply theoretical knowledge in the practice, use of the Internet as a means of communication and as a source of information.

CGE5 To know how to communicate with colleagues, the academic community and society as a whole, and with business professionals.

CGE6 To acquire intercultural orientation in its distinct levels (linguistic, economic and social), such that they may assimilate the opportunities and challenges which are presented by the markets, varying cultures, and legal frameworks.

### Assessment methods and instruments

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Tools	Percentage
Attendance checklist	10%
Examination	50%
Oral means	40%

#### Period of validity for partial qualifications:

The academic year 2024/2025

#### Clarifications:

Students must pass all the evaluation tools to pass the course:

- "Attendance checklist" refers to the presence of students along with their participation during classroom time.
- "Oral means" will take place individually at the end of the semester; students are expected to put into practice all the skills learnt throughout the course.
- "Examination" is the final exam that students must sit at the end of the semester.

Plagiarism and/or cheating during the performance of ANY of the assignments carried out during the course will entail instant failure. This also includes the use of any artificial intelligence tools. The professor reserves the right to conduct a personal interview with the students about any of the assignments carried out in the course to clarify originality or any other relevant aspect.

## Sustainable development goals

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Quality education

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*The methodological strategies and the evaluation system contemplated in this Teaching Guide will respond to the principles of equality and non-discrimination and must be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required. Students must be informed of the risks and measures that affect them, especially those that may have serious or very serious consequences (article 6 of the Safety, Health and Welfare Policy; BOUCO 23-02-23).*

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