Universidad de Navarra

International Context and Intercultural Negotiation (IIMP)

Guía docente 2026-27

PRESENTACIÓN

ENGLISH LANGUAGE PREREQUISITE

No proof of language proficiency is required at the time of application, **however you must ensure that you have a sufficient level to attend the classes and to be able to study in this language should you be admitted.**

The initial matriculation into the program is not final until the interview has taken place in September.

The candidates invited to the final stage of the admission process in September will be tested during an interview on their language proficiency. Should the level be insufficient (i.e. below the linguistic prerequisites), the interview panel reserves the right to retract the initial acceptance into the program.

Program: International Industrial Management Program (IIMP)

Course: International Context and Intercultural Negotiation

Year: 2nd-year students

Semester: Second

Number of Credits: 2 ECTS

SPRING SEMESTER

Guest Speaker: Ann Marie Hintz Pecharich (Cámara de Comercio- Chamber of Commerce Gipuzkoa)

Date: Monday, January 25 (9:00-13:00)

Monday, February 1 (9:00-13:00)

Monday, February 8 (9:00-13:00)

Monday, February 15 (9:00-13:00)

Location: **Cámara de Gipuzkoa Avda. de Tolosa, nº 75 - 20018 Donostia-San Sebastián**

Guest Speaker: Patrick Joseph O'Malley

Topic: The impact of legal/linguistic challenges on negotiating cross-border contracts

Date: To be determined

Location: To be determined

RESULTADOS DE APRENDIZAJE (Competencias)

- Understand the different existing blocks in the world, as well as the organizations that operatein the international environment.
- Be aware of cultural differences and how they affect our forms of negotiation, leadership,conflict resolution and collaboration.
- Understand in detail how cultural differences affect personal values and preferences in daily life.
- Anticipate the potential problems that may arise in an intercultural relationship.
- Establish the most appropriate formulas to avoid the emergence of intercultural conflicts, aswell as their possible solutions.

PROGRAMA

1. INTERNATIONAL CONTEXT

International economic integration: economic blocks.

Approach to the international context for SMEs: sectors and countries.

National and international organizations that intervene in international trade.

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2. INTERCULTURAL NEGOTIATION

Culture

- Definition and characteristics of culture.
- Hall and Hofstede theories.
- Culture and globalization.
- Multiculturality.

Negotiation

- Definition.
- Phases of negotiation.
- The agreement.
- Common errors.

Intercultural differences in negotiation

- Intercultural negotiation.
- Emotional intelligence and intercultural competence
- Negotiation styles.
- Examples of intercultural negotiation.
- Protocol.

Experiences in different areas: Asia, Europe, North America, South America, the Middle East and North Africa.

ACTIVIDADES FORMATIVAS

The methodology combines different teaching methodologies, such as practical case studies, group-based activities and oral presentations.

Students will develop a real project within an international context.

EVALUACIÓN

CONVOCATORIA ORDINARIA

Students will be required to attend at least 80% of the course sessions.

Course evaluation grade will be based on the development of a project and the oral presentation.

CONVOCATORIA EXTRAORDINARIA

There is no June exam available.

HORARIOS DE ATENCIÓN

Please email the teacher for a meeting.

BIBLIOGRAFÍA

Cross-Cultural Communication Skills for International Business executives: https://www.pon.harvard.edu/free-reports/get-report/?topic=14871

Hofstede Insights: https://www.hofstede-insights.com/