


ASIGNATURA DE NEGOCIACIÓN EMPRESARIAL BIS

1. Competences	Develop and direct organizations through the ethical exercise of leadership, with a systemic approach to contribute to the achievement of strategic objectives.
1. Term	Tenth
2. Theory hours	12
3. Practical hours	18
4. Total hours	30
5. Weekly hours	2
6. Objective	The student will formulate negotiation strategies by identifying the context, the actors and the type of negotiation, exploring the different communication styles to adapt the one that best suits the initial objective.

LEARNING UNITS	Horas		
	Theoretical	Practical	Total
I. Factors and styles of negotiation	8	12	20
II. Problem analysis and effective decision making	4	6	10
Total	12	18	30


ELABORÓ:	Comité de Directores de la Carrera de Lic. en Gastronomía	REVISÓ:	Subdirección de Programas Educativos	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2020	

NEGOCIACIÓN EMPRESARIAL BIS


LEARNING UNITS

1. Learning Unit	I. Factors and styles of negotiation
2. Theoretical Hours	8
3. Practical Hours	12
4. Total	20
5. Objective	The student will develop the strategic negotiation plan to create the favorable scenario for negotiation.

Topic	knowledge	Skills	Values
Factors and styles of negotiation	Define internal and external factors of negotiation (time, powers, information, culture, education, standards, experience, competition). Identify negotiation styles.	Determine how internal and external factors affect the negotiation. Select the negotiation style that suits you according to the factor analysis (Matrix).	Proactive Respect Responsibility Initiative Punctuality Critical Spirit of personal improvement Analytical
Elements that influence the success of the negotiation	Distinguish aspects that influence the negotiation: -Personal: Personality characteristics (charisma, audacity, communication, management of emotional intelligence) - Communication: Styles (relational, persuasive, analytical and directive) and patterns (Verbal, body / sound: facial expression, body posture, muscle tone, respiratory rate, tone of voice and gestures)	Determine the personal tactic that defines the communication style to be used considering your personal traits.	Proactive Respect Responsibility Initiative Punctuality Critical Spirit of personal improvement Analytical

ELABORÓ:	Comité de Directores de la Carrera de Lic. en Gastronomía	REVISÓ:	Subdirección de Programas Educativos	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2020	


Topic	knowledge	Skills	Values
Negotiation Process	<p>Describe the stages of the negotiation process (pre-negotiation, coarse, fine, and post-negotiation).</p> <p>Identify the 15 strategies of negotiation (limited authority agent, money at stake, established practice, the crumb, the little dog, act and accept consequences, timely exit, good boy-bad boy, high and low authority, active participation, understanding , feel, meet, fuss, budget constraints, reluctant negotiator, decision).</p> <p>Identify the 6 p's of robust negotiation (product, person, forecast, problem, power and process).</p>	Prepare a strategic negotiation plan.	Proactive Respect Responsibility Initiative Punctuality Critical Spirit of personal improvement Analytical

ELABORÓ:	Comité de Directores de la Carrera de Lic. en Gastronomía	REVISÓ:	Subdirección de Programas Educativos	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2020	

NEGOCIACIÓN EMPRESARIAL BIS

EVALUATION PROCESS

Learning Outcome	Learning Process	Evaluation tools and instruments
<p>The students will carry out a strategic negotiation plan that includes:</p> <p>Pre-negotiation: goals Time Responsible (Role of the leader and the team) Communication style Factor Matrix Trading Style Scheduled Result Trading Strategy Personal tactic</p> <p>Thick and fine Legal and commercial terms Weather Compare standards Alternatives (Minimum two plans) Preliminary Agreement</p> <p>Post-Negotiation Closing of agreements Results obtained Comparison between what was planned and what was achieved Areas of opportunity</p>	<ol style="list-style-type: none"> 1. Identify internal and external factors, strategies, the negotiation process, the 6 p's of robust negotiation and the elements that affect negotiation 2. Identify negotiation styles 3. Relate concepts to your experience 4. Understand the structure of the strategic plan of the negotiation 	<p>Project Checklist</p>

ELABORÓ:	Comité de Directores de la Carrera de Lic. en Gastronomía	REVISÓ:	Subdirección de Programas Educativos	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2020	


NEGOCIACIÓN EMPRESARIAL BIS

TEACHING-LEARNING PROCESS

Methods and teaching techniques	Media and teaching materials
Case analysis Simulation Collaborative teams	Case handouts Internet Audiovisual equipment

LEARNING SPACE

Classroom/virtual classroom	Languages Lab/Work shop	Company
X		


ELABORÓ:	Comité de Directores de la Carrera de Lic. en Gastronomía	REVISÓ:	Subdirección de Programas Educativos	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2020	

NEGOCIACIÓN EMPRESARIAL BIS

LEARNING UNITS

1. Learning Unit	II. Problem analysis and effective decision making
2. Theoretical Hours	4
3. Practical Hours	6
4. Total	10
5. Objective	The student will apply the decision-making models to guarantee the fulfillment of the organization's objectives.


Topic	knowledge	Skills	Values
Phases for decision making	<p>Explain the concept "decision making"</p> <p>Identify the 5 phases of the decision-making process (Recognition of the problem, interpretation of the problem, attention to the problem, courses of action and consequences).</p>	Distinguish the stages of the decision-making process.	<p>Proactive</p> <p>Respect</p> <p>Responsibility</p> <p>Initiative</p> <p>Punctuality</p> <p>Critical</p> <p>Spirit of personal improvement</p> <p>Analytical</p>
Models for decision making	Identify the 3 models of "decision making" (Rational, Limited Rationality and political) and their characteristics.	<p>Identify the decision-making model according to the nature of the problem.</p> <p>Make the decision based on the selected model.</p>	<p>Proactive</p> <p>Respect</p> <p>Responsibility</p> <p>Initiative</p> <p>Punctuality</p> <p>Critical</p> <p>Spirit of personal improvement</p> <p>Analytical</p>

ELABORÓ:	Comité de Directores de la Carrera de Lic. en Gastronomía	REVISÓ:	Subdirección de Programas Educativos	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2020	

NEGOCIACIÓN EMPRESARIAL BIS

EVALUATION PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>Based on a case, you will develop a strategic decision-making plan that includes:</p> <p>Problem analysis matrix:</p> <ul style="list-style-type: none"> - Identification - Analysis of causes - Potential solutions - Consequences of actions <p>Decision alternatives:</p> <ul style="list-style-type: none"> - Model selection - Selection of the solution - Implementation - Assessment 	<ol style="list-style-type: none"> 1. Understand the concept of decision making 2. Identify the phases and models of "decision making" 3. Relate concepts to a practical case 4. Analyze solution alternatives 5. Understand the structure of the strategic decision-making plan. 	<p>Case studies Checklist</p>

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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2020	


NEGOCIACIÓN EMPRESARIAL BIS

TEACHING-LEARNING PROCESS

Methods and teaching techniques	Teaching aids and materials
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LEARNING SPACE


Classroom/virtual classroom	Languages Lab/Work shop	Company
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ELABORÓ:	Comité de Directores de la Carrera de Lic. en Gastronomía	REVISÓ:	Subdirección de Programas Educativos	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2020	

NEGOCIACIÓN EMPRESARIAL BIS

CAPABILITIES DERIVED FROM THE PROFESSIONAL COMPETENCES WHICH CONTRIBUTE TO THE SUBJECT


Capability	Performance Criteria
Evaluate the context of the negotiation, identify its nature, elements, characteristics and conflicts, to determine the impact it generates on the organization.	<p>Prepare an analysis of the context that will take place in the negotiation that contains:</p> <ul style="list-style-type: none"> • strengths of negotiation • Collateral opportunities that the negotiation would generate for actors • weaknesses of the actors to carry out the negotiation • threats that could affect the negotiation • negotiation time • cost-value-benefit of the negotiation • impacts on the organization (s)
Determine alternatives for action through a strategic negotiation plan for decision-making.	<p>Prepare a strategic negotiation plan that contains:</p> <ul style="list-style-type: none"> • objectives • actors • scopes • negotiation styles and roles by actor • definition of times • cost-value-benefit • design of the environment in which the negotiation will take place • non-verbal communication design • design of alternative proposals for negotiation
Select courses of action through decision-making tools, to guarantee the fulfillment of the organization's objectives.	<p>Prepare a report of the selection of alternatives that contains:</p> <ul style="list-style-type: none"> • Methodology through which the alternatives were selected • Description of the selected alternatives • Justification of the alternatives in terms of benefits and collateral effects

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NEGOCIACIÓN EMPRESARIAL BIS

REFERENCES

Author	Year	Title	City	Country	Editorial
Stephen P. Robbins, David A. de Cenzo	(1996)	<i>Fundamentos de Administración, Conceptos y aplicaciones</i>	D. F.	México	Prentice Hall
Terry & Franklin	(1985)	<i>Principios de Administración</i>	D. F	México	CECSA
Stoner, Freeman, Gilbert	(1996)	<i>Administración</i>	D.F.	México	Prentice Hall
Robbins, Stephen	(1998)	<i>La administración en el mundo de hoy</i>	D.F.	México	Prentice Hall
Leslie W. Rue y Lloyd L. Byars	(1995)	<i>Administración Teoría y aplicaciones</i>	D.F.	México	Grupo Editor S. A.
Stephen P. Robbins, Mary Coulter	(1996)	<i>Administración.</i>	D.F.	México	Prentice Hall

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APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2020	