|  | LICENCIATURA EN GESTIÓN Y DESARROLLO TURÍSTICOEN COMPETENCIAS PROFESIONALES | descarga |
| --- | --- | --- |

**NEGOCIACIÓN EMPRESARIAL BIS**

| 1. **Competencies**
 | Develop and direct organizations through the ethical exercise of leadership, with a systemic approach to contribute to the achievement of strategic objectives. |  |
| --- | --- | --- |
| 1. **Quarter**
 | Tenth |  |
| 1. **Theoretical Hours**
 | 12 |  |
| 1. **Practical Hours**
 | 18 |  |
| 1. **Total hours**
 | 30 |  |
| 1. **Total Hours per Week Semester**
 | 2 |  |
| 1. **Learning objective**
 | The student will formulate negotiation strategies by identifying the context, the actors and the type of negotiation, exploring the different styles of communication to adapt the one that best suits the initial objective.  |
|  |  |  |

| **Learning units** | **Hours** |
| --- | --- |
| **Theoretical** | **Practices** | **Totals** |
| I.       Factors and styles of negotiation | 8 | 12 | twenty |
| II.    Problem analysis and effective decision making | 4 | 6 | 10 |
| **Totals** | **12** | **18** | **30** |

1. **NEGOCIACIÓN EMPRESARIAL BIS**

*LEARNING UNITS*

| 1. **Learning unit**
 | **I. Factors and styles of negotiation** |
| --- | --- |
| 1. **Theoretical Hours**
 | 8 |
| 1. **Practical Hours**
 | 12 |
| 1. **Total hours**
 | twenty |
| 1. **Objective of the Learning Unit**
 | The student will develop the strategic negotiation plan to create the favorable scenario for negotiation. |

| **Topics** | **To know** | **Know to do** | **Be** |
| --- | --- | --- | --- |
| Factors and styles of negotiation | Define internal and external factors of the negotiation (time, powers, information, culture, education, standards, experience, competence). Identify negotiation styles. | Determine how internal and external factors affect the negotiation. Select the negotiation style that is appropriate according to the factor analysis (Matrix).  | ProactiveRespectResponsibilityInitiativePunctualCriticalSpirit of personal improvementAnalytical  |
| Elements that influence the success of the negotiation | Distinguish aspects that influence the negotiation: -Personal: Personality characteristics (charisma, boldness, communication, handling 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 use considering your personal traits. | ProactiveRespectResponsibilityInitiativePunctualCriticalSpirit of personal improvementAnalytical  |
| Negotiation Process | Describe the stages of the negotiation process (pre-negotiation, coarse, fine, and post-negotiation). 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). Identify the 6 P's of robust negotiation (product, person, forecast, problem, power and process). | Prepare a strategic negotiation plan. | ProactiveRespectResponsibilityInitiativePunctualCriticalSpirit of personal improvementAnalytical |

1. **NEGOCIACIÓN EMPRESARIAL BIS**

*EVALUATION PROCESS*

| **Learning result** | **Learning sequence** | **Instruments and reagent types** |
| --- | --- | --- |
| It will carry out a strategic negotiation plan that includes: Pre-negotiation:objectivesTimeResponsible (Role of the leader and the team)Communication styleFactor MatrixTrading StyleScheduled ResultTrading StrategyPersonal tactic Thick and fineLegal and commercial termsWeatherCompare standardsAlternatives (Minimum two plans)Preliminary Agreement Post-NegotiationClosing of agreementsResults obtainedComparison between what was planned and what was obtainedOpportunity areas | 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 | ProjectChecklist |

1. **NEGOCIACIÓN EMPRESARIAL BIS**

*TEACHING LEARNING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
| --- | --- |
| Case analysisSimulationCollaborative teams | Case formsInternetAudiovisual equipment |

*TRAINING SPACE*

| **Classroom** | **Laboratory / Workshop** | **Company** |
| --- | --- | --- |
| **X** |  |  |

1. **NEGOCIACIÓN EMPRESARIAL BIS**

*LEARNING UNITS*

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

| **Topics** | **To know** | **Know to do** | **Be** |
| --- | --- | --- | --- |
| Phases for decision making | Explain the concept "decision making" 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).  | Distinguish the stages of the decision-making process. | ProactiveRespectResponsibilityInitiativePunctualCriticalSpirit of personal improvementAnalytical  |
| Decision-making models | Identify the 3 models of "decision making" (Rational, Limited rationality and political) and their characteristics. | Identify the decision-making model according to the nature of the problem. Make the decision based on the selected model.  | ProactiveRespectResponsibilityInitiativePunctualCriticalSpirit of personal improvementAnalytical  |

1. **NEGOCIACIÓN EMPRESARIAL BIS**

*EVALUATION PROCESS*

| **Learning result** | **Learning sequence** | **Instruments and reagent types** |
| --- | --- | --- |
| Based on a case, you will develop a strategic decision-making plan that includes: Problem analysis matrix:- Identification- Analysis of causes- Potential solutions- Consequences of actions Decision alternatives:- Model selection- Selection of the solution- Implementation- Evaluation | 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 | Study of casesChecklist |

1. **NEGOCIACIÓN EMPRESARIAL BIS**

*TEACHING LEARNING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
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| Case analysisSimulationCollaborative teams | Case formsInternetAudiovisual equipment |

*TRAINING SPACE*

| **Classroom** | **Laboratory / Workshop** | **Company** |
| --- | --- | --- |
| **X** |  |  |

1. **NEGOCIACIÓN EMPRESARIAL BIS**

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*SKILLS DERIVED FROM THE PROFESSIONAL COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES*

| **Capacity** | **Performance Criteria** |
| --- | --- |
| Evaluate the context of the negotiation, identify its nature, elements, characteristics and conflicts, to determine the impact it generates on the organization. | Prepare an analysis of the context that will take place in the negotiation that contains: * negotiation strengths
* collateral opportunities that the negotiation would generate for actors
* weaknesses of the actors to finalize the negotiation
* threats that may 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. | Prepare a strategic negotiation plan that contains: * 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. | Prepare a report of the selection of alternatives that contains: •      Methodology through which the alternatives were selected•      Description of the selected alternatives•      Justification of the alternatives in terms of benefits and collateral effects |

1. **NEGOCIACIÓN EMPRESARIAL BIS**

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