

University of St Andrews

Extension Language Programmes

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Scotland's first university

St Andrews is Scotland's first university and the third oldest in the English-speaking world, founded in 1413.

Over six centuries it has established a reputation as one of Europe's leading and most distinctive centres for teaching and research.



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International Business and Negotiation Skills Programme

30th July - 10th August 2018

(two week programme)

The International Business and Negotiation Skills Programme is designed to meet the professional needs of managers who are not native speakers of English. Over years of working with managers from all over the world, we have witnessed great interest in the possibility developing presentation skills, which are vital for those working in multi-national environment as well as idiomatic, business English as a key to understanding the issues addressed by people from different countries, using English as platform of bridging common interest. The third component of the programme focuses on negotiations and mediation.

Programme Description

Presentations:

- Language of presentation
- Setting your goals & objectives
- Eye contact
- Body Language
- Visual aids
- Pace and manner of presentation
- Getting audience involved
- Dealing with interruptions
- Concluding



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Idiomatic Business English:

- Language of International Business Meetings
- Directness & Indirectness
- Business English Idioms
- Idiomatic Expressions
- Understanding non-standard grammar

Negotiations

The programme on negotiations is divided into four stages. Each stage is combined with case studies, when participants have possibility to practice the acquired knowledge and to solve down to earth problems. The course is aimed at managers for whom the ability to negotiate is a must and for students who plan to follow the managerial career track.

Over the last seven years the programme has been attended by managers and presidents of international companies, who have perceived the programme as useful and practical. Our students have even opened a facebook page: International Business and Negotiation Skills Programme 2013.

Stage: 1

International Communication & Negotiations:

- Culture versus communication & negotiations
- Constructive communication in negotiations
- Achieving smooth communication on an international platform
- What prevents successful negotiations
- Case studies

History of mediation & ADR.

Negotiation & mediation skills

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Stage: 2

Leading & Managing Negotiations:

- Common negotiating ploys
- Dealing with tricky negotiations

Effective Negotiations:

- Different styles
- Positions & interests
- Case studies

Mediation Concept:

- Evaluating BATNA & WATNA
- Bargaining Styles
- Leverage
- Case studies

Stage 3

Negotiation analysis:

Strengths & weaknesses

What to remember

Individual or team negotiations

Preparing negotiation teams

Decision Phase of negotiations

Case studies



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Mediation Concept

- Breaking deadlocks
- Generous Reciprocal Bargaining Theory
- Problem vs. People
- Case studies

Stage 4

- Power of words - becoming more convincing
- Positive approach to negotiations
- Negotiations and building business relation strategies
- Dealing with difficult people
- Dealing with difficult situation
- Case studies



Exam in the Mediation Programme

At the end of the Programme Successful Students will receive two certificates:

1. University of St Andrews Certificate in International Business and Negotiation Studies, UK.
2. The Official Mediation Certificate, issued by TWZ Enterprises, USA.
The certificate enhances any resume and indicates continuing study of communications, negotiation strategy, law and alternative dispute resolution.

TWZ Enterprises certifies that this activity has been approved for MCLE credit by the State Bar of California. Successful students will earn Four MCLE Credits including One Ethics Credit in the State of California pursuant to Rules 2.1 and 8.0.

Tuition and self-catering accommodation: 1950 GBP