



Course Information					
Code:	MKA51026	Course:	NEGOCIACIÓN Y LIDERAZGO COMERCIAL		
Coordination Area / Program:	FAC. CC.EE. INTERNATIONAL BUSINESS			Mode: Presencial	
Credits: 04	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: 128
	H.Teoria	64	0	64	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: 2024-01	Start date and end of period: del 20/03/2024 al 09/07/2024				
Career: ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA AMBIENTAL - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA DE SOFTWARE - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA MECATRÓNICA - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA					

Course Pre-requisites		
Code	Course - Credits	Career
	> 160 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA AMBIENTAL - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA DE SOFTWARE - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA MECATRÓNICA - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA
	> 180 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E

		<p>INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA AMBIENTAL - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA DE SOFTWARE - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA MECATRÓNICA - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA</p>
	> 100 Créditos.	<p>ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA AMBIENTAL - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA DE SOFTWARE - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA MECATRÓNICA - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA</p>
	> 140 Créditos.	<p>ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA AMBIENTAL - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA DE SOFTWARE - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA MECATRÓNICA - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA</p>
	> 120 Créditos.	<p>ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y</p>

		NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA AMBIENTAL - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA DE SOFTWARE - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA MECATRÓNICA - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA
	> 60 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA AMBIENTAL - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA DE SOFTWARE - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA MECATRÓNICA - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA
FC-IBS GLOBUSST	GLOBAL BUSINESS STRATEGY	ADM. HOTELERA
FC-MKT MARKETIN	MARKETING	MUSICA
FC-ADM LIDEORGN	LIDERAZGO ORGANIZACIONAL	ING SIST INFORM - ADMINISTRACION - ING. INFORMATICA - ADM. Y EMPRENDIMIENTO - ING-MECAT
FC-ADM PLAGESES	PLANEAMIENTO Y GESTIÓN ESTRATÉGICA	ARTE CULINARIO
FC-ADM GESTEMPR	GESTIÓN DE EMPRESAS	GEST. AMBIENTAL EMP. - ING AGROIND - GEST-INNOV-GASTRON - COMUNICACIONES - ECO. NEG. INT. - ARTE CULINARIO - ING. INDUSTRIAS ALIM. - ADM&FINCORP - ING-SOFT - ING. INDUSTRIAL Y C. - ARQUITECTURA - ARTE Y DIS. EMP. - MARKETING - ECO. Y FINANZAS - ADM. HOTELERA - GASTR. GEST. REST. - ADM. TURISMO - ING. AGROINDUSTRIAL - PSICOLOGIA - ING. CIVIL - ING. AMBIENTAL
FC-P-ECO TEJUTODE	TEORÍA DE LOS JUEGOS PARA LA TOMA DE DECISIONES	ECONOMIA
FC-ADM COMPCLIMAORGA	COMPORTAMIENTO Y CLIMA ORGANIZACIONAL	ING. EMPRESARIAL

Course Coordinators

Surname and First Name	Email	Contact Hour	Contact Site
FERNANDEZ CASTRO, JORGE GIOVANNI	jfernandez@usil.edu.pe	09:00 a 17:00	Ciencias Empresariales, C1, pabellon D, piso 2

Instructors
You can check the timetables for each teacher in their INFOSIL in the Classes Development Teachers option Teachers .

Course Overview
Negotiation and Commercial Leadership is a theoretical subject of specialized training nature, which contributes to the development of competencies in process evaluation, business strategies, project development, and human development. The course develops the following thematic axes: knowledge, skills, and practical experience to be able to consolidate negotiation techniques and prepare for future negotiations in a professional and/or personal context. Likewise, the course develops negotiations in private and public sphere contexts, as well as in international contexts. The credited product of the subject is a diagnostic report on an international leader, analyzing their personality, leadership style, and most prominent negotiations, which will be presented collectively.

Competencias Profesionales y/o Generales			
Carrera/Programa	Sigla/ Denominación de la Competencia	Nivel de la competencia	Aprendizajes esperados
INTERNATIONAL BUSINESS	CG5: Human Development	N3 Demonstrates sensitivity and social disposition in the interactions of their academic life, with assertiveness and empathy, to successfully address social and professional demands	<ul style="list-style-type: none"> • Develops and strengthens self-awareness, leading to improvement in emotional well-being. • Analyzes and evaluates their skills to respond to the demands of their social environment. • Recognizes the needs and feelings of others to successfully address the demands of their environment. • Utilizes soft skills to effectively address social and professional demands.
	CP1: Process Evaluation	N3 Plans various processes of international multimodal physical distribution.	<ul style="list-style-type: none"> • Assesses the tools and concepts presented in the basic courses of the career to have a general overview of the supply chain.
	CP3: Project Development	N3 Designs business or corporate strategies in the commercial field of goods, services, and international investment	Proposes business or corporate strategies in the commercial field of goods, services, and international investment.

			Utilizes financial, economic, and accounting tools as learned in the career to evaluate projects in both national and international environments.
			Evaluates investment projects using knowledge and tools to provide an answer to the economic and financial viability in an international environment.
	CP4: Business Strategies	N3 Applies tools, statistics, accounting, financial, and marketing techniques to generate value in the organization.	<ul style="list-style-type: none"> - Identifies different techniques of international commercial sales, following the principles of Commercial Management. - Utilizes tools, statistics, accounting, financial, and marketing techniques to generate value in the international organization. - Systematizes commercial management indices, developing a marketing plan to ensure it meets the set objectives.

General Course Result	Unit Result
At the end of the course, the student prepares a diagnostic report on an international leader, analyzing their personality, leadership style, and most prominent negotiations, considering how they conduct negotiations in private and public sphere contexts, as well as in international contexts, applying ethical and corporate social responsibility criteria.	1. At the end of the unit, the student prepares Progress Report 1 of the diagnostic report, where they identify the international leader to study, draft their biography, and analyze and evaluate the leader's negotiation skills, applying critical reasoning and ethical and corporate social responsibility criteria.
	2. At the end of the unit, the student prepares Progress Report 2 of the diagnostic report, where they research, analyze, and evaluate the leader's ability to resolve conflicts, analyze their personality and leadership style, applying critical reasoning and ethical and corporate social responsibility criteria.
	3. At the end of the unit, the student prepares Progress Report 3 of the diagnostic report, where they critically analyze and evaluate the most important global or international negotiation carried out by the examined leader, and present the credited product in its entirety in written and oral form, applying ethical and corporate social responsibility criteria.

Development of activities		
Unit Result 1: <i>At the end of the unit, the student prepares Progress Report 1 of the diagnostic report, where they identify the international leader to study, draft their biography, and analyze and evaluate the leader's negotiation skills, applying critical reasoning and ethical and corporate social responsibility criteria.</i>		
Session 1: <i>At the end of the session, the student identifies the international leader to study and begins researching their negotiation approach, reviewing and selecting reliable sources of information collaboratively</i>		Semana 1 a 3
Learning Activities	Contents	Evidence
Practices and identifies negotiation approaches or types through Role-playing. Delivers a presentation in class on one of the conflict management styles. Synthesizes ideas related to the topic by creating an infographic	Negotiation Approaches or Types. Phases in the Negotiation Cycle. The four basic principles of the Harvard Negotiation Method. Strategies and tactics in Negotiation. The five conflict management styles. Concepts of BATNA, WATNA, and ZOPA.	Group negotiation dynamics and types of leaders. Group oral presentation case 1: conflict management. Practice No.1
Session 2: <i>At the end of the session, the student drafts Progress Report 1 of the diagnostic report, where they evaluate the leader's negotiation skills applying critical reasoning and collaboratively.</i>		Semana 4 a 6
Learning Activities	Contents	Evidence
Practice dealing with dirty tricks or difficult people through Role-playing. Apply negotiation planning in a practical case.	Negotiation Tactics: Dirty tricks and how to avoid them Common Mistakes in Negotiation - Poor planning Verbal and nonverbal communication	Group dynamics on negotiation skills. Group report on negotiation strategies (case study 2). Practice No. 2. Progress Report 1 of the diagnostic report.
Unit Result 2: <i>At the end of the unit, the student prepares Progress Report 2 of the diagnostic report, where they research, analyze, and evaluate the leader's ability to resolve conflicts, analyze their personality and leadership style, applying critical reasoning and ethical and corporate social responsibility criteria.</i>		
Session 3: <i>At the end of the session, the student identifies and analyzes the communication style and personality of the international leader to study, reviewing and selecting reliable sources of information collaboratively</i>		Semana 7 a 8
Learning Activities	Contents	Evidence
To understand different personalities, take the MBTI Personality Test. Synthesize ideas related to communication styles by creating an infographic	Understanding Different Personalities Myers-Briggs Typology Personalities at Work and in Negotiation The Importance of Communication Skills Empathy and Active Listening Communication Styles Emotional Intelligence	Group analysis of the personality test. Group report on communication styles (case study 3).
Session 4: <i>At the end of the session, the student drafts Progress Report 2 of the diagnostic report, where they analyze and evaluate the leader's ability to resolve conflicts, their commitment to behavior and ethical values, as well as their leadership style, applying critical reasoning and collaboratively</i>		Semana 9 a 11
Learning Activities	Contents	Evidence
To identify the most important elements to build trust, an exercise is conducted in class. A definition of leadership and what leaders do is reached through a class discussion.	Building Trust Definition of trust The role of trust in negotiation Types of trust: behavioral, cognitive, and affective. How to regain trust Leadership and the development of social relationships Defining leadership Leadership models What leaders do? Social intelligence and leadership	Report on Types of Trust (Case Study 4) Practice No.3 Leadership Report (Case Study 5) Progress 2 of the Diagnostic Report
Unit Result 3: <i>At the end of the unit, the student prepares Progress Report 3 of the diagnostic report, where they critically analyze and evaluate the most important global or international negotiation carried out by the examined leader, and present the credited product in its entirety in written and oral form, applying ethical and corporate social responsibility criteria.</i>		

Session 5: <i>At the end of the session, the student prepares Progress 3 of the diagnostic report where they analyze and critically evaluate the most significant global or international negotiation conducted by the examined leader, applying ethical criteria and corporate social responsibility.</i>		Semana 12 a 13
Learning Activities	Contents	Evidence
Examine the ethical issue and the issue of bribery in particular, through practical cases. Examine the importance of global negotiations through a practical case.	Ethics in Negotiation What is ethics? Corruption Perception Index OECD Guidelines What is bribery? Strategic responses to ethical challenges Global Negotiations Importance of other cultures within the negotiation process Negotiation styles based on cultural norms	Group Report on Global Negotiations (Case Study 6) Practice No.4 Progress 3 of the Diagnostic Report
Session 6: <i>At the end of the session, the student presents the fully credited product orally, applying ethical criteria, corporate social responsibility, and collaboratively.</i>		Semana 14 a 16
Learning Activities	Contents	Evidence
Consolidate what has been examined in the course through the group oral presentation of the credited product.	General review of everything examined in the course	Group Oral Presentation and Defense of the Diagnostic Report (Credited Product) Final Examination

Methodology
The course will be developed based on the following methodologies: Flipped classroom with educational material for individual study provided by the teacher and then worked on in class; Collaborative and reflective learning through Case Studies; gamification dynamics; and Research-based learning; promoting an integrated and progressive, contextual, and practical learning, centered on the student.

Assessment System				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Evaluación Permanente	60%			
Promedio de Prácticas	35%			
Práctica 1		It includes what has been covered up to week 3.	Semana 3	No
Práctica 2		It includes what has been covered up to week 6.	Semana 6	No
Práctica 3		It includes what has been covered up to week 10.	Semana 10	No
Práctica 4		It includes what has been covered up to week 13.	Semana 13	No
Promedio de actividades grupales	35%	Constant participation in class throughout the course development.	Semana 15	No
Prueba Final	30%	It includes everything covered in the course.	Semana 16	No
Examen Final	40%	Creditable product.	Semana 16	No

Attendance Policy

Total Percentage Absences Permitted	30%
<p>Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).</p> <p>In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.</p>	

Basic Required Reading
<p>[1] Fisher, Roger, (2011). <i>Getting to yes : negotiating agreement without giving in</i>. (3rd ed., rev. ed.). Penguin.</p> <p>[2] McKay, Matthew (2009). <i>Messages : the communication skills book</i>. (3rd ed.). New Harbinger Publications.</p> <p>[3] Thompson, Leigh L. (2005). <i>The mind and the heart of the negotiator/ Leigh L. Thompson</i>. (3.^a ed.). Pearson Education.</p> <p>[4] Steers, Richard M. (2013). <i>Management across cultures : developing global competencies</i>. (2nd ed.). Cambridge University Press.</p>

References Supplementary

Prepared by:	Approved by:	Validated by:
FERNANDEZ CASTRO, JORGE GIOVANNI /	FERNANDEZ CASTRO, JORGE GIOVANNI	Office of Curriculum Development
Date: 20/03/2024	Date: 20/03/2024	Date: 22/03/2024