

Role-play as a pedagogical method to
facilitate students' interaction and prepare
students for practice: an example of role-play
in International Business negotiations

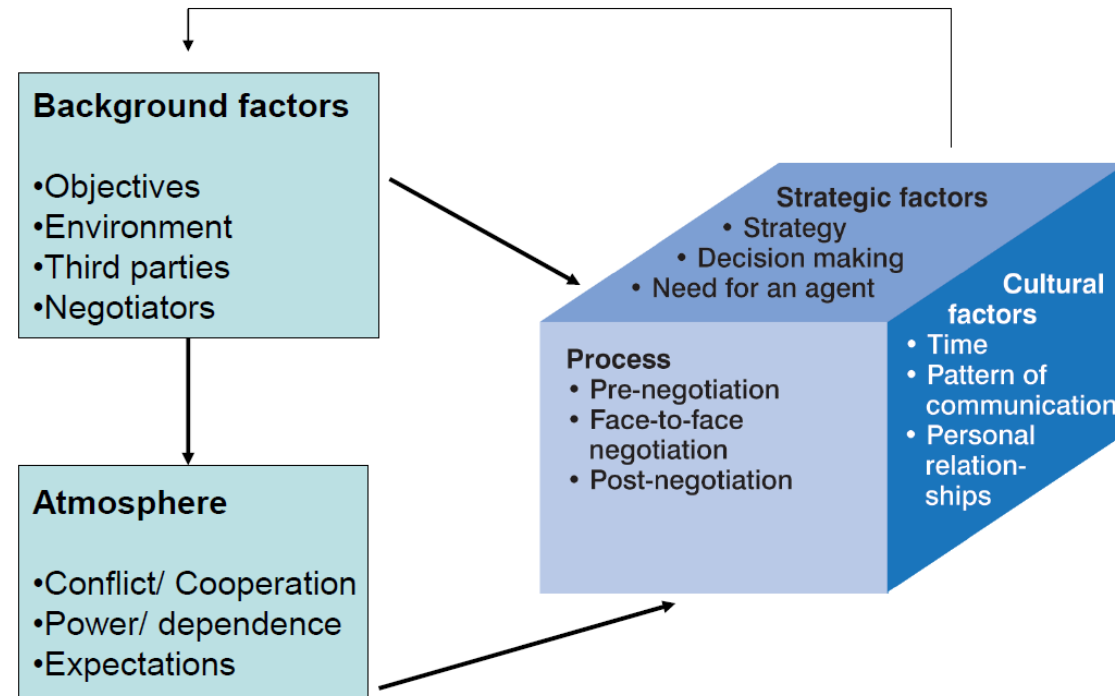
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Goal and challenge in teaching IB negotiations

- Goal: Analyze and handle issues and problems related to international business negotiations



A framework on IB negotiations (Ghauri & Usunier 2003)

- Challenge: How to apply theory into actual situations and issues?

Description of the roleplay

- Case

- A milk plant to Saudi Arabia
- Two companies: 1) seller – British firm; 2) buyer – Saudi firm.
- Main issues to be negotiated: price, term of payment, and delivery time, etc.
- Each team receives confidential information

- The roleplay is divided into two parts

- Roleplay recording
- Roleplay analysis

Roleplay exercise and recording: Negotiation room





40 minutes negotiation + break

Roleplay analysis: evaluate your team's performance

1. Were you well prepared on all issues?
2. Did you use integrative approach – did you create positive atmosphere - how?
3. Questioning skills - did you ask the right questions?
4. Listening skills – did you try to understand their position...how?
5. Did you think about bargaining skills – If...Then, did you connect the issues?
6. What tactics did you plan/use?
7. Did you consider body language – before / during?
8. Did you plan your concessions – timing and scope?
9. Teamwork - planned vs emergent
10. Did both parties have the same understanding what was agreed?

Each team is asked to discuss these questions with the reference of the theoretical framework on IB negotiations

General benefits about roleplay

- Greater student involvement and interaction
- Prepare students for practice
- Enables analysis of what people do
- Reaction to real time complications
- ...