

Course Syllabus Business Negotiations

A. General Information

1. Academic Unit	School of Business					
2. Degree	Business Administration					
3. Code	DRI359					
4. Location in curriculum	5th Year					
5. Credits	10					
6. Course Type	Mandatory		Elective	X	Optional	
7. Duration	Bimonthly		Biannual	X	Annual	
8. Weekly Modules	Theoretical classes	X	Practical classes	X	Assistantship	
9. Academic Hours	Classes	68	Assistantship			
10. Prerequisite	Advanced English					

B. Contribution to the Graduate's Profile

The course is intended to enhance students' skills and confidence with one-on-one and multiparty collaborative negotiations. The course offers students theoretical and practical knowledge regarding the different options to manage conflict with an emphasis on the pillars of Principled business negotiations. Because conflict and problems are an inevitable part of our daily lives, we all negotiate every day. Thus this course contributes to the student's toolkit of strategies to employ in a formal and informal negotiation setting. The students will understand the fundamentals of collaborative negotiations and will recognize unethical tactics as we review concrete case studies. We will review and employ new lexicon associated with negotiations including Batna, zopa, framing, Zero sum game, dovetailing, resistance points and so on. In addition, students will gain confidence from the practice of in-class negotiation simulations and role play. They will learn when to employ a more competitive approach or a more accommodating strategy and why. All these skills are desirable to be successful in the business world. After this course,

students should feel more comfortable with the process of a formal collaborative business negotiation. Much emphasis is placed on preparation for each class. We will analyze case studies and have dynamic class discussions based on a variety of readings. There will also be self-assessment opportunities to reflect on one's own negotiation style, strengths and areas for improvement in areas such as emotional intelligence and empathy, all with the purpose of learning how to become a more effective negotiator.

The course relates directly to the curriculum because it provides sound formation in the area of ethical business behavior and management of relationships for win/ win outcomes to business dilemmas and conflicts, indispensable to completing the formation of all future business leaders.

Finally, this elective course taught in English also contributes to the students profile because it enhances the international nature of “Global Vision” and “Communication.”

C. General Learning Objective of the Course

Understand, learn and apply the framework for successful management of formal and informal collaborative negotiations. Distinguish between positional bargaining and principled negotiation in order to create options of mutual gain for all parties.

D. Units, Unit Content and Learning Objectives

Content of Units/Units	Learning Objective
<p>Unit I: Negotiation Theory and Practice</p> <ol style="list-style-type: none"> 1. Why Negotiate? Conflict Mode Instrument 2. Types of Negotiation, Pillars of Principled Negotiation 3. Interests, positions, Alternatives, Options and Batna 4. Objective Criteria 5. Barriers to Reaching an Agreement 6. Unethical Tactics 	<p><i>Comprehend the basics of collaborative business negotiations and the different strategies and styles of persuasion. The student will identify and understand under what conditions to employ a particular negotiation strategy.</i></p>
<p>Unit II: Importance of Communication</p> <ol style="list-style-type: none"> 1. Communication in the Process (active listening , open ended Questions, use of silence and Body language) 2. Power and persuasion and strengthening our Batna 3. Micro Skill: Framing and Reframing 4. Managing Emotions 5. Ethics in Business Negotiations 6. Managing Difficult conversations 	<p><i>Discover and practice techniques to arrive at win/ win agreements even under difficult circumstances.</i></p>

<p>Unit III: Emphasis on Negotiations Practice</p> <ol style="list-style-type: none"> 1. Our tolerance to “ No” 2. Salary Negotiations 3. Cross Cultural considerations 4. Negotiations and Leadership 5. In class exercises and debrief 6. Analysis of Case Studies and group projects 	<p><i>Comprehend factors that can derail a negotiation and alternatives for more specific circumstances as well as an emphasis on Learn by Doing (in class exercises)</i></p>
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E. Teaching Strategies

The teaching method will include both lectures and the active participation of students, through in-class negotiation role play exercises and simulations , debriefs and discussions of relevant examples and readings.

The course is structured around different methodologies that include:

1. Lectures, supported by programs such as PowerPoint and Google Slides.
2. Role play simulations of negotiations
3. Oral presentations by students; readings of news and articles
4. Analysis of current and historical negotiations

F. Evaluation

There will be 2 **written tests** during the semester to check understanding of the main concepts.

The remaining percentage of the course grade will be comprised of a set of evaluations that may include:

Formative Evaluations
a) Group Project- Oral Presentation
b) Quiz to check understanding of readings

Attendance Requirement: Students must attend 75% of classes.

G. Class Resources

MANDATORY READING:

1. **“ GETTING TO YES”, NEGOTIATING AGREEMENT WITHOUT GIVING IN. ROGER FISHER AND WILLIAM URY AND FOR THE REVISED EDITIONS BRUCE PATTON OF THE HARVARD NEGOTIATION PROJECT. PENGUIN 2011.**
2. **VARIOUS ARTICLES PUBLISHED BY PROGRAM ON NEGOTIATION, HARVARD.**

SUPPLEMENTAL READING:

1. ***Difficult Conversations* by Douglas Stone, Bruce Patton and Sheila Heen**
2. ***Never Split the Difference* by Chris Voss**
3. ***Beyond Winning* Negotiating to Create Value in Deals and Disputes by Robert H. Mnoonkin**
4. **Predictably Irrational, by Dan Ariely**