

BASICS OF NEGOTIATION

[module, academic year]

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Course description

During the course, participants will explore the human factor in negotiations, discover the techniques to control and manage negotiations and further develop, adapt and modify their own negotiation style. In order to develop the negotiation style each day will unfold a particular set of tools (conceptual frameworks as well as strategic and tactical moves), using various teaching platforms such as negotiation games, simulations and case studies.

Basic Negotiation Skills will help students to achieve better results through enhancing effectiveness of their negotiation strategies and skills. Students will develop the capability to understand and design effective negotiation process in a complex business and public environment by constant evaluation through all steps of the negotiation process.

Course requirements, grading, and attendance policies

The final grade has the following components:

Participation and Simulations 50%

Final Paper Analysis (exam) 50%

Learning Journal, Obligatory, not graded

Course contents

- 1) Negotiation Strategies, Confrontation and Cooperation
- 2) Principles in Negotiation
- 3) Managing the Negotiation Process. The Human Factor in negotiations
- 4) Structure preparation and Power in Negotiations
- 5) Multiparty negotiation. Stakeholders Mapping tools

Description of course methodology

The course will see a variety of teaching methods applied in order to develop the capability to understand and design negotiations. Each day will unfold a particular set of techniques and enriching activities like reading, exercise, negotiation games, simulations, case studies.

Course materials

Textbooks and materials

- 1) Book. Getting to Yes: Negotiating Agreement Without Giving In. Roger Fisher, William Ury, Bruce Patton.
- 2) Article. Negotiating Your Next Job, Hannah Riley Bowles, Bobbi Thomason.
<https://hbsp.harvard.edu/product/R2101E-PDF-ENG?itemFindingMethod=Coursepacks>
- 3) Article. What's Your Negotiation Strategy? Jonathan Hughes, Danny Ertel.
<https://hbsp.harvard.edu/product/R2004E-PDF-ENG?itemFindingMethod=Coursepacks>
- 4) Article. How to Negotiate - Virtually Hal Movius.
<https://hbsp.harvard.edu/product/H05000-PDF-ENG?itemFindingMethod=Coursepacks>

- 5) Article. The Rules of Co-opetition Adam Brandenburger, Barry Nalebuff.
<https://hbsp.harvard.edu/product/R2101C-PDF-ENG?itemFindingMethod=Coursepacks>

Academic integrity policy

Cheating, plagiarism, and any other violations of academic ethics at NES are not tolerated.