AB9601/AB205
NEGOTIATE TO GET WHAT YOU WANT: STRATEGY AND PRACTICE

Pre-requisites

No subject prerequisite. However, proficiency in English is essential as you will be expected to read and digest significant amounts of information each week in the simulations.

Course Description and Scope

This course introduces the building blocks of negotiation as well as a few aspects that have a direct impact on a negotiation. Through an active and experiential learning approach, you will not only learn about the theoretical elements of negotiation but have opportunity to put theory into practice every week. By the end of the course you will have a framework which you will be able to use to prepare for all your future negotiations. You will get as much out of the course as you put in - through your effort in preparing for the exercises and immersion in the negotiation simulations.

Course Learning Objectives

You will learn to:

- Internalize the frameworks, principles, strategies and processes for effective negotiation through regular and systematic planning
- Manage the negotiation process through practice, via simulations.
- Incorporate other key factors that may have an impact on the process and outcome
- Understand your own innate negotiating style and behaviour.

Course Assessments

<table>
<thead>
<tr>
<th>Components</th>
<th>Marks</th>
<th>Individual/Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Plans for Simulations</td>
<td>40</td>
<td>Individual</td>
</tr>
<tr>
<td>Practice, Participation and Peer Review</td>
<td>30</td>
<td>Individual</td>
</tr>
<tr>
<td>Personal Reflection through Journals</td>
<td>30</td>
<td>Individual</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Readings (All Titles are in Reserve Room, Library 2)


(Several of the cases to be used in class will be drawn from this book)
**Proposed Weekly Schedule**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
</table>
| 1    | What is Negotiation?  
Debunking Negotiation Myths  
Process and Content: why outcomes are suboptimal  
Why do People Negotiate: Goals and Expectations |
| 2    | Goals and Expectations  
Positions and Interests  
Generating Options |
| 3    | Leverage and No-Agreement Alternatives  
Standards and Norms: Fair and Objective Criteria  
Claiming Value: Distributive Strategies |
| 4    | Creating Value & Joint Gains  
Integrative Strategies  
Interests: Assessing Tradeoffs  
Where do Joint Gains come from? |
| 5    | Strategic Planning for Negotiations  
Goal setting, Preparation, Information Exchange, Offer-Concession, Commitment |
| 6    | Relationship and Communication |
| 7    | Perception and Cognition |
| 8    | RECESS WEEK |
| 9    | Strategies of Influence |
| 10   | E-Learning Week (subject to change) |
| 11   | Emotions and their Impact on Negotiation  
Role-Play: The Stakes of Engagement |
| 12   | Ethics and Deception |
| 13   | Changing the Game: Hardball Tactics and Negotiating from a Position of Weakness |
|      | Role Play  
Characteristics of Successful Negotiators |