

Negotiation Strategy and Tactics

Undergraduate level - 37:575:326:B6, Graduate level - 38:578:505:B6
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PLEASE BRING A LAPTOP OR A TABLET TO EVERY CLASS

Required textbooks for all students:

- Negotiation: Harvard Business Essentials Guide to Negotiation Michael Wheeler. Harvard Business School Press paperback: 208 pages, Harvard Business Press (July 1, 2003). ISBN-10: 1591391113 ISBN-13: 978-1591391111
- Influence: The Psychology of Persuasion Robert B. Cialdini. Harper Paperbacks; Revised edition (December 26, 2006). ISBN-10: 006124189X

Required for graduate students, recommended for undergrads:

- Getting to Yes: Negotiating Agreement Without Giving In Roger Fisher and William Ury. Penguin Books Paperback. ISBN-10: 0143118757 NOTE – THIS WILL BE PROVIDED AS A PDF FILE ON SAKAI UNDER “RESOURCES”

Recommended for all students but not required:

- Getting More: How You Can Negotiate to Succeed in Work and Life. 2012. Stuart Diamond. Three Rivers Press. ISBN-10: 0307716902

Negotiation is a social process that can be analyzed, understood, and modeled; it is a learnable and teachable skill set. Negotiators are made, not born, and skills can be improved and relearned throughout life. Improvements in negotiating behavior require a combination of intellectual training and behavioral skill development. Thus, the most effective approaches to teaching negotiations integrate both intellectual analysis and skill development. Each class meeting will be divided into two parts. The first part will focus on analysis relying mostly on lecture, and the second part will require students to participate in negotiation simulations and case analyses.

Class Preparation and Participation: This course will require students to come prepared to class. There are two forms of preparation: readings and assignments. Students are expected to attend every class, and to be prepared and ready to participate. The grading relies heavily on the assignments. Students must complete all readings and assignments on time. **Debrief assignments are due before midnight after class. Late submissions are not accepted.**

Readings have been assigned to provide an understanding of activities just completed in class, or to set the stage for upcoming activities. A blend of readings have been selected that combine analysis with detailed examples and applications. Students will be responsible for completing the reading assignments.

Assignments are cases, exercises and role-plays that must be completed for class. It is essential that students attend each class and be prepared by reading the assigned case or briefing information and completing the required assignment or write-up.

Grading:

Assignments, preparations and role play debriefs	1/3
Midterm exam	1/3
Final exam	1/3

Students are expected to be prepared for class, to attend every class, and to complete the required role-plays and debriefs. Exercises will have a written preparation and debrief form to submit.

Office Hours: Students are strongly encouraged to take advantage of meeting to discuss any matters of concern or interest. I am available to meet in my office at the Labor Education Center on the Cook/Douglass Campus before the start of class by appointment.

Class 1 - May 31

Introduction to Negotiations

Review of syllabus, course expectations, background exchange

Assignment 1:

- Bargaining Style Assessment Tool
- Exercise: The Employee Exit Interview
- Read Harvard Business Essentials Guide to Negotiation, Introduction, Chapters 1, 2 and 3

Class 2 - June 5

Distributive and Integrative Negotiations

Review and discussion: Harvard Business Essentials Guide to Negotiation,

Introduction, Chapters 1, 2 and 3

Debrief: The Employee Exit Interview

Assignment 2:

- Exercise: Used Porsche
- Read The Psychology of Persuasion, Robert B. Cialdini, Chapters 1 & 2
- Read "BATNA Basics" posted on Sakai

Class 3 - June 7

Weapons of Influence

Review and discussion: The Psychology of Persuasion, Robert B. Cialdini, Chapters 1 & 2

Debrief: Used Porsche

Assignment 3:

- Exercise: Shoe Repair
- Read Harvard Business Essentials Guide to Negotiation, Chapters 4 and 5

Class 4 - June 12

Table Tactics

Review and discussion: Harvard Business Essentials Guide to Negotiation, Chapters 4 and 5

Debrief: Shoe Repair

Assignment 4:

- Exercise Pemberton's Dilemma
- Read Harvard Business Essentials Guide to Negotiation, Chapter 6 and 7

Class 5 - June 14

Barriers, Problems, and Mental Errors in Reaching an Agreement

Review and discussion: Harvard Business Essentials Guide to Negotiation, Chapter 6 and 7

Review for midterm exam

Debrief: Pemberton's Dilemma

Assignment 5:

- Exercise: Hoop Dreams
- Study for midterm exam

Class 6 - June 19

Midterm exam

Assignment 6:

- Read Harvard Business Essentials Guide to Negotiation, Chapter 8 and 9

Class 7 - June 21

Debrief Hoop Dreams

Review and discussion: Harvard Business Essentials Guide to Negotiation, Chapter 8 and 9

Post-midterm exam review

Assignment 7:

- Exercise: BeautiLawn
- Read Harvard Business Essentials Guide to Negotiation, Chapter 10, The Psychology of Persuasion, Robert B. Cialdini, Chapter 3 (Commitment and Consistency) and Chapter 5 (Liking)

Class 8 - June 26

Debrief BeautiLawn negotiation exercise

Lecture: Foundations of Effective Negotiation

Review and discussion: Harvard Business Essentials Guide to Negotiation, Chapter 10, The Psychology of Persuasion, Robert B. Cialdini, Chapter 3 (Commitment and Consistency) and Chapter 5 (Liking)

Assignment 8:

- Read "Three Approaches to Resolving Disputes: Interests, Rights and Power"
- Exercise: "WROX Bob Esposito Negotiation"

Class 9 - June 28

Review and discussion: Three Approaches to Resolving Disputes: Interests, Rights and Power

Debrief: WROX Bob Esposito Negotiation

Assignment 9

- Read “Strategic Negotiations” Chapters 1,2 & 3
- Exercise: City of Tamarack and Twin City Mine Co.
- Watch video – “William Ury: Negotiating for Sustainable Agreements”

Class 10 - July 3

Review and discussion: Strategic Negotiations

Multiparty Negotiations

Debrief: City of Tamarack and Twin City Mine Co.

Prepare for final exam

Assignment 10:

- Study for final exam

Class 11 Final exam - July 5

Revised 5/3/17