

**NEGOTIATIONS MGMT 5380.01-HYBRID
FALL 2018**

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OFFICE HOURS: Monday, Tuesday, Wednesday and Thursday, 1:30 to 4:30 PM and by appointment.



A L B E R S
SCHOOL OF BUSINESS
AND ECONOMICS

TEXT: Getting to Yes, Fisher & Ury, 2nd Edition, Penguin Books, ISBN# 0-14-015735-2
Bargaining For Advantage, Shell, Penguin Books, ISBN# 0-14-303697-1
Additional readings will be assigned.

NEGOTIATION SIMULATIONS: Students will purchase negotiation simulations. Logistics of this will be discussed on the first night of class. The simulations will be distributed at the class session in which they will be negotiated.

COURSE DESCRIPTION: This course is designed to develop business negotiation skills. The course applies negotiation theories in a variety of contexts including sales, purchasing, outsourcing, personnel and strategic management. Students will learn to develop pre-negotiation strategies, how to manage the negotiation process, evaluate opposing interests, develop options for agreement and finalize the negotiations.

This course will provide instruction about how to craft a strategy for negotiation based on clear analysis of key stakeholders and their interests, and most importantly how to implement that strategy effectively. Negotiation Strategy emphasizes resolving conflicts in a positive manner for all sides and to negotiate for long term business relationships. Instructional materials and teaching methods will demonstrate the principle that even the most ingenious strategy will fail if not artfully implemented. Finally, the course will include a focus on understanding cultural differences and their influence in reaching successful agreements. Critical thinking and communications will be emphasized throughout the course.

Course Objectives

- Increase understanding of the principles, strategies and techniques of negotiation
- Increase self-awareness and control in negotiation situations
- Improve outcomes in negotiations
- Enhance problem solving/critical thinking
- Enhance team skills
- Enhance communication skills

Course Methods

This course is designed to improve negotiation skills through instruction, discussion, readings, reflective and analytical writing, case studies and repeated practice. By using a variety of

feedback sources, skill-building exercises, and debriefings, students will increase their negotiating effectiveness. The techniques covered in the course can be used by all who want to strengthen and improve their effectiveness at sustainable negotiated agreements.

Negotiation strategy is best learned through actual negotiation exercises. Students will participate in numerous negotiation simulations and submit written summaries of their experiences. We will discuss all of these activities during class. Class attendance is essential in order to participate in the negotiation simulations and other exercises. There are no make-ups of the negotiation simulations or exercises. Therefore, attendance will have an impact upon your grade (see below under Attendance-Written Reviews-Participation). The other essential component of class participation is students' active and thoughtful participation in class discussions and activities.

GENERAL COURSE OUTLINE-SCHEDULE MAY CHANGE TO FIT CLASS PROGRESS

Week 1-September 26

Introduction and Class Overview

Discussion of Course Objectives/Readings/Simulations/Grading/and Policies

***Note all Negotiation Simulations will be distributed in class.**

Topics

- (1) World's Greatest Negotiations
- (2) Identifying Great Negotiators
- (3) Personality types in Negotiations
- (4) Identifying the key issues of a Negotiation
- (5) Keys to persuasion

Introductory Negotiation Exercise

Debriefing of Introductory Negotiation Exercise

Week 2-October 3

Topics

- (1) Identifying the key issues of a Negotiation
- (2) Keys to persuasion
- (3) Identify/focus on Interests
- (4) Remove focus on Individuals/Positions
- (5) Preparing for a Major Business Negotiation
- (6) Determining Bottom-Line Interests

Readings

Fisher-Chapters 1 & 2

Shell-Chapters 1, 2, 4, 5 and App A

Negotiation Simulation #1

Debriefing of Negotiation Simulation #1

Written Review #1 - One page typed (single space, Times New Roman, 12 pt.)- Analyze the role-play of the other side using the negotiation concepts discussed. What tactics by the other side made the negotiations successful or unsuccessful? What events made the parties change their offer? What were the primary factors which drove the parties to close the deal? The assignment is to be submitted on Canvas before the next online class session, October 10, 2018.

Week 3-October 10-ONLINE SESSION #1

- (1) Login to Canvas
- (2) Follow the instructions with regard to the videos
- (3) Answer the posted discussion question(s) in Canvas
- (4) Comment on your colleagues discussion posts

Week 4-October 17

Topics

- (1) Evaluating Options
- (2) Possible Issues of Mutual Agreement
- (3) Evaluating Objective Criteria
- (4) Achieving a Balance of Power in Negotiations
- (5) Developing your Best Alternative to a Negotiated Agreement (BATNA)
- (6) Leverage in Negotiations

Readings

Fisher-Chapters 1-4
Shell-Chapters 7, 8, and 9

Quiz #1: Fisher-Chapters 1-8, Parts IV & V, Shell-Chapters 1, 2, 4, 5, 7, 8, 9 and App A, Concepts discussed in class, Online Materials, Negotiation Simulations

Negotiation Simulation #2

Debriefing of Negotiation Simulation #2

Written Review #2 - One page typed (single spaced, Times New Roman, 12 pt.)- Analyze which party had the most power and which party had the most leverage and why. Discuss the negotiated agreement and any difficulties of reaching an agreement in this situation. The assignment is to be submitted on Canvas before the next class session.

Week 5-October 24

Topics

- (1) Designing your Negotiations Team
- (2) Who should Make the First Offer
- (3) Diplomacy and establishing relationships

Readings

Fisher-Chapter 5
Shell-Chapter 3

Quiz #1: Fisher-Chapters 1-8, Parts IV & V, Shell-Chapters 1, 2, 4, 5, 7, 8, 9 and App A, Concepts discussed in class, Online Materials, Negotiation Simulations

Negotiation Simulation #3

Debriefing of Negotiation Simulation #3

Written Review #3 – One page typed (single spaced, Times New Roman, 12 pt.)- Analyze the ranking of interests by both sides. Discuss the issues in which both parties had a similar interest. Discuss why you feel you made the best deal possible and why. The assignment is to be submitted on Canvas before the next class session.

Week 6-October 31-ONLINE SESSION #2

- (1) Login to Canvas
- (2) Follow the instructions with regard to the videos
- (3) Answer the posted discussion question(s) in Canvas
- (4) Comment on your colleagues discussion posts

Week 7-November 7

Topics

- (1) Introduction to International Negotiations
- (2) Cultural Issues in International Negotiations
- (3) Legal Issues in International Negotiations
- (4) Doing Business in Foreign Cultures

Readings

Fisher-Chapters 6, 7, and 8, Parts IV & V
Shell-Chapters 6, 10, 11, 12

Negotiation Simulation #4

Debriefing of Negotiation Simulation #4

Written Review #4 – One page typed (single spaced, Times New Roman, 12 pt.)- Analyze the negotiation process. Who “controlled” the negotiations? Were counteroffers effectively made? What would you have changed to improve the negotiations? The assignment is to be submitted on Canvas before the next online class session, November 14, 2018.

The Negotiation Simulation #5 will be distributed to teams on November 7, 2018 and conducted online. Instructions for the online negotiations session will to be discussed in class. *On-line Negotiations Session and report are to be completed by 11:59 PM November 27, 2018.*

Week 8-November 14-ONLINE SESSION #3

Negotiation Simulation #5

Conduct the Online Negotiation Simulation and complete the written review.

Written Review #5 – One page typed (single spaced, Times New Roman, 12 pt.)- Discuss the unique challenges of negotiating via email or online methods and discuss strategies to successfully overcome those challenges. How were those challenges overcome, if so, in this negotiation? The assignment is to be submitted on Canvas by 11:59 PM November 27, 2018.

Week 9-November 21-HOLIDAY

Week 10-November 28

Topics

- (1) Finding Mutual Agreement in International Negotiations
- (2) Joint Venture Negotiations
- (3) International Intellectual Property Negotiations
- (4) Dealing with Governments
- (5) Dealing with NGOs

Readings

Fisher-Chapter 7 & 8, Parts IV & V
Shell-Chapter 10, 11, 12

Negotiation Simulation #6

Debriefing of Negotiation Simulation #6

Written Review #6 – One page typed (single spaced, Times New Roman, 12 pt.)- Analyze the impact of culture differences on the negotiations. What were the major issues influenced by culture? Discuss strategies to bridge these cultural differences. The assignment is to be submitted on Canvas before the next class session.

Week 11-December 5

Topics

- (1) Dealing with Difficult Negotiators
- (2) Shuttle Diplomacy
- (3) Mediation/Arbitration

Negotiation Simulation #7

Debriefing of Negotiation Simulation #7

Written Review #7 – One page typed (single spaced, Times New Roman, 12 pt.)- Analyze the difficulties in reaching a permanent agreement during the negotiations? Which party had the most leverage and why? Which party had the most power? What agreement was reached and why was that agreement successful? The assignment is to be submitted on Canvas before the next class session.

Week 12-December 12

Quiz #2: Comprehensive-Getting to Yes, Bargaining for Advantage, Concepts discussed in class, Online Materials, Negotiation Simulations.

GRADING-POINTS

Introductory Negotiation Exercise	5 Points
Written Review #1 & Negotiation Simulation	20 Points
Written Review #2 & Negotiation Simulation	20 Points
Written Review #3 & Negotiation Simulation	10 Points
Written Review #4 & Negotiation Simulation	20 Points
Written Review #5 & Online Negotiation Simulation	20 Points
Written Review #6 & Negotiation Simulation	20 Points
Written Review #7 & Negotiation Simulation	20 Points
Online Session #1	10 Points
Online Session #2	10 Points
Quiz 1	20 Points
Quiz 2	25 Points
TOTAL POINTS	200 Points

GRADING SCALE

A = 94% to 100%	C = 70% to 73%
A- = 90% to 93%	C- = 66% to 69%
B+ = 86% to 89%	D+ = 62% to 65%
B = 82% to 85%	D = 58% to 61%
B- = 78% to 81%	D- = 54% to 57%
C+ = 74% to 77%	E = Below 54%

Attendance-Written Reviews-Participation

Attendance at all class meetings is essential in order to participate in the negotiation simulations and exercises. Grading of written reviews #1-7 and their respective simulations and the other negotiation exercises will include participation in the simulations and the class discussion.

CLASS PARTICIPATION WILL HAVE AN IMPACT UPON YOUR GRADE. CLASS ATTENDANCE IS EXPECTED AT ALL SESSIONS. INSTRUCTOR MAY ASSIGN UP TO 10 EXTRA POINTS FOR EXCEPTIONAL CLASS PARTICIPATION.

If you miss any class where there is a negotiation simulation (preparation or negotiation with the other side) or exercise you can make up to 80% of the points missed for that class by writing a single spaced (12 pt. Times New Roman), three page paper on the negotiation simulation/exercise. This can only be done for one exercise/simulation, including the introductory negotiation exercise, not for a second class missed.

Computer Use Policy

The use of laptops, net books or PDAs in class to take class-notes, view powerpoints or work on class projects is allowed and encouraged. However, please do not use laptops, netbooks or PDAs (cell phones, hand-helds) in class for any other non-class related activity (including instant messaging, web-browsing, etc.) unless specifically permitted by the instructor.

Recording of Lectures Policy

For protection of proprietary knowledge and for a variety of other reasons, audio and videotaping of any class session is strictly prohibited without prior approval of the instructor.

Seattle University Resources and Policies

Academic Resources

- Library and Learning Commons (<http://www.seattleu.edu/learningcommons/>)
(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)
- Academic Integrity Tutorial (found on Canvas and SU Online)

Academic Policies on Registrar website (<https://www.seattleu.edu/redhawk-axis/academic-policies/>)

- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (only for those professional programs to which it applies)

Notice for students concerning Disabilities

If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in **Loyola 100, (206) 296-5740**. Disability-based adjustments to course expectations can be arranged only through this process.

Office of Institutional Equity

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University’s Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (**email:** ois@seattleu.edu; **phone:** 206.296.2824) University Resources and Policies.