

Ziele, Inhalte und Methode der Lehrveranstaltung

The World Economic Forum established negotiation as one of the ten most important skills to have (WEC, 2016). Everybody negotiates, however, managers and professionals should know how to manage conflict and how to negotiate effectively.

The aim of this course is to give students the opportunity to improve their practical negotiation skills and learn experientially. Students will engage in a series of role-playing exercises, experiments, and case studies that address a broad spectrum of negotiation problems. Upon completion of the course, students should be able to identify a variety of negotiation problems and be equipped with different approaches how to solve them, including learning to evaluate the costs and benefits of alternative actions.

The topic of the course include:

1. Planning for and debriefing a negotiation
2. Creating value and crafting mutually beneficial agreements
3. Using and countering claiming value tactics
4. The right strategy at the right time: Balancing creating and claiming value tactics
5. Thinking in utilities: Bundling offers and making concessions
6. Exchanging information: Asking the right questions and providing the right information
7. Effective Communication: The language of creating and claiming value

Please note that attendance is compulsory. Students that are absent in the introductory session will be unregistered.

Art der Leistungskontrolle und erlaubte Hilfsmittel

The assessment consists of two take-home assignments (describing practical applications of key negotiation concepts discussed in class) and short exercises (e.g., completing a questionnaire, experiments). Detailed information about the assignments and exercises will be sent to you via e-mail before the start of the course.

Mindestanforderungen und Beurteilungsmaßstab

Passing the course requires submitting the assignments and exercises. As the class is designed as interactive workshop, attendance is compulsory.

- 1 (sehr gut) → 100-89 points
- 2 (gut) → 88-76 points
- 3 (befriedigend) → 75-63 points
- 4 (genügend) → 62-50 points
- 5 (nicht genügend) → 49-0 points

Prüfungsstoff

Take-home assignments and exercises based on the topics discussed in class and selected book chapters made available online.

Literatur

Required readings for the assignments will be made available online. Negotiation books I generally recommend are:

- Leigh L. Thompson (2015) *The Mind and Heart of the Negotiator* (comprehensive textbook, long and sciency, nothing for your bedside table or vacation, but a good read covering all the basics and more)
- Leigh L. Thompson (2013) *The Truth about Negotiations* (short, practice-oriented book covering the basics)
- Deepak Malhotra & Max Bazerman (2007) *Negotiation Genius* (negotiation book for managers; additionally to the basics such as claiming and creating value, it covers psychological aspects of negotiation and real world problems such as confronting lies and dealing with more powerful counterparts)
- Deepak Malhtora (2016) *Negotiating the Impossible* (negotiation book for managers focusing on framing, the negotiation process, and empathy)

Lecture	Date/ Time	Room
(1)	Mon. 07/10/2024 16:45 – 18:15	HS 5
(2)	Mon. 14/10/2024 13:15 – 18:45	HS 8
(3)	Mon. 21/10/2024 13:15 – 18:45	HS 8
(4)	Mon. 28/10/2024 13:15 – 18:45	HS 8
(5)(6)	Mon. 04/11/2024 15:00 – 16:30 16:45 – 20:00	HS 16
(7)(8)	Mon. 11/11/2024 13:15 – 14:45 15:00 – 18:45	PC-Seminarraum 2 PC-Seminarraum 5