

# Course Outline

**1. Course Number and Name:** Bus3330, Negotiation Strategies

**Credits:** 3

**2. Course Description:** Bus3330 covers the theories and practices of negotiation that can be used to manage successfully in business and professional settings.

**3. Course Goals:** Students will improve their understanding of negotiation and their effectiveness as negotiators.

**4. Course Learning Outcomes:** Students who successfully complete Bus3330 will be able to:

1. Demonstrate an understanding of the nature of conflict and negotiation, the key elements of a negotiation process, and the distinct types of negotiation

2. Evaluate and design the appropriate negotiation strategies when dealing with a complex negotiation

3. Demonstrate knowledge of positive communication skills used in negotiating and maintaining relationships

4. Demonstrate understanding and analytical skills to manage and confront difficult decision-making issues

5. Identify the major ethical dimensions raised in negotiation and understand how to apply positive conflict skills to resolve them

6. Demonstrate understanding how international and cross-cultural negotiations are different from domestic negotiations

## **5. Course Concepts**

1. Building Relationships

2. Preparing for a Negotiation

3. Negotiating as a Team

4. Stakeholder Analysis

5. Tactics of Negotiation

6. Asking the Right Questions

7. Exiting a negotiation

## **6. Required Texts:**

Lewicki, Roy J., Saunders, David M., and Barry Bruce , Essentials of Negotiation, 5th edition, Penguin, 2010. ISBN: 13: 9780073530369

Dawson, Roger, Secrets of Power Negotiating, Career Press, 2010. ISBN: 13: 9781601631398

Fisher, Roger & Ury, William, Getting to Yes: Negotiating Agreement without Giving In, Houghton-Mifflin, 2011. ISBN: 13: 9780143118756.