

## **Bus3330 Negotiation Strategies**

**1. Course Number and Name:** BUS3330, Negotiation Strategies

**Credits:** 3

**2. Course Description:** The aim of this course is to prepare students for those situations in which they will have to negotiate as managers or owners of their own business. The curriculum includes a study of the way in which context determines the elements of a successful negotiation strategy. Students will learn to recognize situations in which there is an opportunity to negotiate, rather than accept an outcome dictated by others. They will also examine the complex relationship between competition and cooperation within the negotiation context. This course demonstrates ways in which negotiation serves as a vehicle for handling risk and the importance of negotiation in a long-term strategy for growth.

**3. Required Text:** Roger Fisher, William Ury, *Getting to Yes: Negotiating Agreement Without Giving In*, Houghton Mifflin, 1991. ISBN: 13:978-0-395-63124-9