

<b>Course No.:</b> DLMNEGE01	<b>Course Title:</b> Negotiation	<b>Hours Total:</b> 150 h  <b>Credit Points:</b> 5 ECTS
<b>Course Type:</b> Wahlpflicht <b>Course Availability:</b> WS, SS <b>Course Duration:</b> 1 Semester		<b>Admission Requirements:</b> None
<b>Course Coordinator / Instructor:</b> See current list of tutors in the Learning Management System		<b>References to Other Modules:</b> Please see module description
<p><b>Course Description:</b></p> <p>The course enables students to learn about both the negotiation process and actually how to negotiate. In order to understand the rules that govern the interpersonal decision-making process that is negotiation, it is essential to have an in-depth understanding of the two sides of negotiation: the distribution of value and the creation of value.</p> <p>This course begins by introducing students to the pervasive nature of negotiation and some of the common myths and misconceptions that limit the potential benefits that can be gained through effective negotiation. It then delves into the concept of distribution value and the specific tactics that can be employed in order to arrive at the most favorable outcome. Students will then explore value creation and how to implement tactics to move from a win-lose scenario to a win-win. The course will then offer insights drawn from game theory (including the prisoner’s dilemma, the “stag hunt game,” the “tit-for-tat” strategy) before concluding with a focused exploration of how to manage the process of implementing negotiation theory in practice, avoiding pitfalls and allowing for effective negotiation learning.</p> <p><b>Course Objectives and Outcome:</b></p> <p>On successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the process of negotiation and the interconnected but opposing processes of value distribution and value creation.</li> <li>• Recognize common myths and misconceptions regarding negotiation and negotiators and take measures to avoid common pitfalls.</li> <li>• Apply empirical insights about the process of negotiation to negotiation scenarios.</li> <li>• Negotiate with various other parties using value distribution and value creation tactics.</li> <li>• Engage in a process of self-reflection and utilize a variety of tools to improve performance as a novice negotiator.</li> </ul> <p><b>Teaching Methods:</b></p> <p>A variety of learning materials are offered to students: depending on the course, these include printed and online course books, vodcasts, podcasts, online tutorials, case studies, and online knowledge tests. This range of learning materials is offered to students so they can study at a time, place, and pace that best suits their circumstances and individual learning style.</p> <p><b>Course Content:</b></p> <p><b>1. The Significance and Nature of Negotiation</b></p>		

1.1 The Nature and Types of Negotiation

1.2 Misconceptions About Negotiation and Myths About Negotiators

## **2. The Distribution of Value**

2.1 The Pie: Zone of Possible Agreement

2.2 Slicing the Pie: Maximizing Distributive Outcomes

## **3. Distributive Negotiation Tactics**

3.1 Distributive Negotiation To-Dos

3.2 Learning Transfer

## **4. The Creation of Value**

4.1 Value Creation: From Win-Lose to Win-Win

4.2 The Four Steps and the Three Types of Value Creation

## **5. Value Creation Negotiation Tactics**

5.1 Framing

5.2 Value Creation Negotiation To-Dos

## **6. The Negotiator's Dilemma**

6.1 The Dilemma Between Creating and Distributing Value

6.2 The Prisoner's Dilemma as a Metaphor for the Negotiator's Dilemma

6.3 Coping Strategies: Tit-for-Tat Strategy and Changing Payoffs

## **7. Learning to Negotiate**

7.1 From Theory to Practice

7.2 Three Challenges to Learning to Negotiate

7.3 A Model for Negotiation Learning

## **Literature:**

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**Prerequisites to Qualify for Assessment:**

- Depending on the course: Completion of online knowledge tests (approx. 15 minutes per unit, pass / not pass)
- Course evaluation

**Assessment:**

- Written assessment: Written assignment (100%)
- Oral assessment: Online-presentation (pass / not pass)

**Student Workload (in hours): 150**

Self-study: 110

Self-testing: 20

Tutorials: 20

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