

Course No.: DLBNEGE02	Course Title: Negotiation II	Hours Total: 150 h
		Credit Points: 5 ECTS
Course Type: Wahlpflicht Course Availability: WS, SS Course Duration: 1 Semester		Admission Requirements: None
Course Coordinator / Instructor: See current list of tutors in the Learning Management System		References to Other Modules: Please see module description

Course Description:

The course enables students to learn both about negotiation and 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.

This course explores value creation and how to implement tactics to move from a win-lose scenario to a win-win. The process of negotiation will be considered in its entirety and specific strategies and tactics will be explored at length. It will then proceed to offer insight generated by game theory (the prisoner's dilemma, the BOS game, the "game of chicken," the "tit-for-tat" strategy). The course then explores how the interaction can be expected to play out between negotiators from different cultures.

Course Objectives and Outcome:

Students

- learn to recognize the most effective attitude to approaching and engaging in a negotiation
- learn to recognize the components of a negotiation and develop skills in managing the distribution and creation of value
- learn to apply these insights to their professional lives

Teaching Methods:

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.

Course Content:

1 The Creation of Value

- 1.1 Value Creation: From Win-Lose to Win-Win
- 1.2 The Four Steps and the Three Types of Value Creation

2 Value-Creation Negotiation Tactics

- 2.1 Framing
- 2.2 Value-Creation Negotiation To-Dos

3 General Negotiation Tactics

- 3.1 General Negotiation To-Dos
- 3.2 The Three Phases of the Negotiation
- 3.3 Dealing with Emotions

4 The Negotiator's Dilemma

- 4.1 The Dilemma Between Creating and Distributing Value
- 4.2 The Prisoner's Dilemma as a Metaphor for the Negotiator's Dilemma
- 4.3 Coping Strategies: Tit-for-Tat Strategy and Changing Payoffs

5 Culture and Negotiation

- 5.1 Culture and Personality
- 5.2 Three Cultural Prototypes
- 5.3 Culture and Negotiation

Literature:

- Berkel, G. (2015). Deal Mediation: Erfolgsfaktoren professioneller Vertragsverhandlungen. Zeitschrift für Konfliktmanagement, 18(1), 4–7.
- Brett, J. M. (2014). Negotiating globally: How to negotiate deals, resolve dispute, and make decisions across cultural boundaries. San Francisco: Jossey-Bass.
- De Cremer, D., & Pillutla, M. (2013). Making negotiations predictable: What science tells us. Basingstoke: Palgrave Macmillan.
- Diekmann, K., & Galinsky, A. D. (2006). Overconfident, underprepared: Why you may not be ready to negotiate. Negotiation, 9(10), 6–9.
- Kahneman, D. (2011). Thinking, fast and slow. London: Penguin Books.
- Katz, G. (2011). Intercultural negotiations: The unique case of Germany and Israel. Berlin: Books on Demand.
- Schneider, A. K. (2002). Shattering negotiation myths: Empirical evidence on the effectiveness of negotiation style. Harvard Negotiation Law Review, 7, 143.

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

Student Workload (in hours): 150

Self-study: 110
Self-testing: 20
Tutorials: 20

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