

Module Title:	Negotiation	
Module No.: DLBNEGE	Semester / Term: --	Duration: 1 Semester
Module Type(s): Wahlpflicht	Regularly offered in: WS, SS	
Workload: 300 h	Credit Points: 10	
Admission Requirements: None	Language of Instruction: Englisch	
Contributing Courses to Module: <ul style="list-style-type: none"> • Negotiation I (DLBNEGE01) • Negotiation II (DLBNEGE02) 	Workload: Self-study: 220 h Self-examination: 40 h Tutorials: 40 h	
Course Coordinator(s) / Tutor(s): Please see the current list of tutors in the Learning Management System.	Module Director:	
References to Other Programs: <ul style="list-style-type: none"> • BA Betriebswirtschaftslehre • BA Marketing • BA Personalmanagement • BA Finanzmanagement • BA Gesundheitsmanagement • LLB Wirtschaftsrecht 	References to Other Modules in the Program: <ul style="list-style-type: none"> • Unternehmensführung • Personalwesen • Wirtschaftspsychologie 	
Qualification and Educational Objectives of the Module:		
<p>Negotiation, in a nutshell, is the interpersonal decision making process by which resources are distributed or conflicts resolved. Whether on the job, in the market place, or with family and friends, people negotiate all the time.</p> <p>Understanding negotiation and how it is done successfully is especially important for graduates of this program. The depth and breadth of globalization, the ever-increasing importance of interdisciplinarity, and the steady intensification of competition all make effective (and successful) negotiation more and more challenging.</p> <p>This module draws on empirical insight gained by the wide range of academic disciplines investigating negotiation: social psychology, behavioral economics, and legal and management studies. The module provides students with a thorough understanding of negotiation and how to negotiate. The conceptual insights are illustrated by current real-world negotiation examples from a broad array of contexts.</p>		
Course Content of the Module:		

- A) Negotiation I:
- The Significance and Nature of Negotiation
 - Transaction Setup
 - Rationality
 - The Distribution of Value
 - Distributive Negotiation Tactics

- B) Negotiation II:
- The Creation of Value
 - Value-Creation Negotiation Tactics
 - General Negotiation Tactics
 - The Negotiator's Dilemma
 - Culture and Negotiation

Teaching Methods:	See the contributing course outline(s)	
Literature:	See the contributing course outline(s)	
Percentage of the Module Grade Relative to the Final Grade for the Program: --	Prerequisites to Qualify for Assessment:	Assessment:
	See the contributing course outline(s)	DLBNEGE01: Written assessment: Written assignment (50%) DLBNEGE02: Written assessment: Written assignment (50%)

Course No.: DLBNEGE01	Course Title: Negotiation I	Hours Total: 150 h Credit Points: 5 ECTS
Course Type: Wahlpflicht Course Availability: 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
<p>Course Description:</p> <p>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.</p> <p>This course introduces students to the pervasive nature of negotiation and some of the common myths and misconceptions that limit the potential benefits to be gained through effective negotiation. The preliminary steps to establish an effective negotiation and the mindset to be adopted in the negotiation are explored before delving into the concept of distribution value and the specific tactics that can be employed in order to arrive at the most favorable outcome. This part of the course is concluded by insights into how individuals (and organizations) can learn how to negotiate better. Empirical insight is presented together with actual real world examples.</p> <p>Course Objectives and Outcome:</p> <p>Students</p> <ul style="list-style-type: none"> • 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 <p>Teaching Methods:</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>Course Content</p> <p>1 The Significance and Nature of Negotiation</p> <p>1.1 The Nature and Types of Negotiation</p> <p>1.2 Misconceptions About Negotiation and Myths About Negotiators</p> <p>2 Transaction Setup</p> <p>2.1 The Other Party</p> <p>2.2 The Contract</p>		

3 Rationality

3.1 Cognitive Illusions

3.2 Overconfidence

3.3 The Irrational Escalation of Commitment

3.4 Anchoring

4 The Distribution of Value

4.1 The Pie: Zone of Possible Agreement

4.2 Slicing the Pie: Maximizing Distributive Outcomes

5 Distributive Negotiation Tactics

5.1 Distributive Negotiation To-Dos

5.2 Learning Transfer

Literature:

- 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.
- Thompson, L. (2014). *The mind and heart of the negotiator*. London: Pearson.

Examinations:

Written assessment: Written assignment

Student Workload (in hours): 150

Self-study: 110

Self-testing: 20

Tutorials: 20

Course No.: DLBNEGE02	Course Title: Negotiation II	Hours Total: 150 h
		Credit Points: 5 ECTS
Course Type: Wahlpflicht Course Availability: 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.
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Examinations:

Written assessment: written assignment

Student Workload (in hours): 150

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

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