Skilful Negotiations
E-765-SKNE

Lecturer:
Aðalsteinn Leifsson

Content:
This course focuses on the development of Negotiation skills, which are crucial for achieving results in today’s increasingly complex and international business world. We will examine the dynamics that occur before, during and after a negotiation and the theory behind various approaches to negotiations through readings, in class discussions, simulations, case studies, assignment projects and role playing games. Topics to be addressed include;
•claiming vs. creating value – also known as distributive and integrative bargaining
•preparations strategies
•developing trust
•the concept of power
•psychological and emotional aspects of negotiation
•multi-party/group negotiations
•debate in negotiations
•proposals
•communication and perception
•electronic negotiations
•salary negotiations
•negotiations in the work-place.
The emphasis throughout the course is on active participation of students, as dynamic participation – coupled with honest feed-back – is an effective way to learn new skills and change behaviour.

Learning outcome – objectives:
By the end of the course students should be able to: Prepare effectively for negotiations, including thorough analysis of interests, ZOPA, BATNA, win-win potential, contingency contracts, cultural aspects etc. Understand their strengths and weaknesses in negotiations and know their bargaining style preferences Develop a plan for negotiations - including debate, managing concessions and effective
presentation of proposals Understand the dynamics of each “stage” in the negotiation process
Understand the value of active listening and develop skills to deal with difficult situations in
communication and in negotiations Have understanding for the need to adopt their communication in
different cultural environment Have understanding of how negotiation behaviour shapes long-term
relationships Design methods to enhance trust and build mutually beneficial a long-term business
relationship Or, to put it simply, the overall objective is that you will acquire general knowledge and
insights about negotiations that will be of real and tangible value for you in every day life and business.
That’s why I say that we are on a mission to make you a great negotiator!

Course assessment:
33% Course participation 67% Individual assignment

Reading material:
The Mind and Heart of the Negotiator
Leigh L. Thompson
3rd International Edition
Prentice-Hall

Teaching and learning activities:
The course consists of classroom sessions, simulation exercises one-on-one or group vs. group and
discussions in work-groups, as well as background readings. Classroom sessions introduce ideas and
approaches for tackling real-world negotiations in different settings. Before the course starts you will get
a binder that contains lecture slides, simulation exercises, cases and some additional readings.
Additional material, will be distributed in class and via the course website. At the end of the day, you are
strongly advised to take a few minutes to consider the issues covered and your performance – good and
less good – in the exercises. For that purpose, there will be special work-sheets in your binder.