

BBA Program
Business Administration Department
Faculty of Management Sciences
Prince of Songkla University
Semester 1/2020/21

472-350 Business Negotiation/ 472-322 Business Negotiation

Timetable: Tuesday and Thursday (15:00- 17:00)
Classroom: G.317/ Online via Zoom
Lecturer: Mr. Arno Immelman
Office: Monday and Wednesday (13:00- 16:00)
Final Examination: TBA

1. Course Description

This course will assist the students to integrate the experiential and intellectual components of negotiation. In addition to the fundamentals of negotiation, students will also learn appropriate negotiation strategy in different contexts. It is also expected that students develop the negotiation skills needed to meet the challenges surrounding to their future business. Moreover, they will learn the art of analysing bargaining and conflict relationships and an attain awareness of their individual bargaining style.

2. Main Reference

Lewicki, Roy J., et al. *Negotiation, Seventh Edition*. McGraw-Hill, 2019.

3. Course Objectives

By the end of the semester, students should be able to:

- Understand the nature of negotiation, strategies and tactics of bargaining.
- Recognize different perception, cognition and emotion.
- Analyze dynamics of negotiation in different environments with multiple parties.
- Distinguish individual differences based on the gender, personality and abilities.

- Formulate strategies for international and cross-cultural negotiation.
- Make recommendations for vertical changes in the boundary of a company based on best practices in negotiations.

4. Course Requirements

- ✓ It is compulsory for the student to attend 80% classes (36 hours).
- ✓ Students are required to submit the assignment before the deadline.
- ✓ Students must need to attend the final examination.
- ✓ Student will get bonus mark for active class participation.

5. Class Plan: 15 weeks

Week	Topics	Content	Methods/Assignments
1	Course Introduction Are you ready to Negotiate? (Course Negotiation)	Explain the course syllabus / assignments / learning materials / learning evaluation methods	Negotiate to formulate the group/ Present your idea/ Lecture/ Group discussion
2	The Nature of Negotiation	Characteristics of a negotiation situation/ Interdependence/ Multiple Adjustment/ Effective Conflict Management.	Lecture/ Group Discussion/ In-Class Activities
3	Strategy and Tactics of Distributive Bargaining	The distributive bargaining situation/ Tactical Task/ Position taken during negotiation	Lecture/ Group Discussion/ Case Study Analysis
4	Strategy and Tactics of Integrative Bargaining	Overview and Key Steps, Factors that facilitate successful integrative negotiation, Why Integrative Negotiation is difficult	Lecture/ Group Discussion/ Debating Activities
5	Negotiation: Strategy and Planning	The focus that drives a Negotiation Strategy/ Overall plan to achieve goals/Flow of Negotiation	Lecture/ Group Discussion/ In-Class Activities
6	Ethics in Negotiation	Meaning of ethics/ Approaches to ethical reasoning/ Few questions or issues related with ethics	Lecture/ Group Discussion/ Journal Article Analysis
7	Perception, Cognition and Emotion	Framing: Types of frames/ Cognitive biases/Managing misperceptions	Lecture/ Group Discussion/ In-Class Activities

8	Communication and Negotiation Power	Basic model of communication/ Considerations on improved communication/ Sources of power/ Routes to influence	Lecture/ Group Discussion/ Presentation
9	Relationships in Negotiation and Coalitions	Challenges of negotiation/ Key elements/ Meaning of Coalitions	Lecture/ Group Discussion/ In-Class Discussions
10	Individual Difference	Gender difference/ Personality types/ Different abilities in negotiation	Lecture/ Group Discussion/ Case-Study Analysis
11	International and Cross-Cultural Negotiation	Culture, norms and beliefs/ Influences of culture on negotiation	Lecture/ Group Discussion/ Negotiation Activity
12	Managing Difficult Negotiations	Managing the shadow negotiation and social contract/ Handing ultimatums/ Third-party approaches to manage the difficult situation	Lecture/ Group Discussion/ Journal Article Analysis
13	Best Practice (Chapter 20)	Examples and Discussion	Lecture/ Group Discussion/ Presentation Preparation
14-15	Integrated Group Report Presentation		

6. Assignments

Individual and Group Assignments

All assignments, whether being group or individual based will be set according to the lecturer's discretion. Activities, Case Study Analysis, Journal Article Analysis, Debating Activities, Reports and Presentations will form part of the assignments given throughout the semester.

7. Class Assessment

Class participation	20%
Class attendance	20%
Individual and Group Assignment	30%
Final exam	30%
Total	<u>100</u>

8. Grade

Grade	A	B+	B	C+	C	D+	D	E
Score	80+	75-79	70-74	65-69	60-64	55-59	50-54	□ 50

Rubric Criteria for Presentations:

Criteria:	Exemplary (80%-100%)	Satisfactory (60% – 79%)	Pass (50%-59%)	Fail (Below 50%)
Organisation and Structure (25)	Each item is well organized. Complete and correct. The presentation is structured and well plan. The transition is smooth.	Each item is organized there is a few minor errors. The presentation is structured with a minimum mistake. The transition is smooth.	Most items are organized Most work is complete with several minor errors. The presentation is structured with a minimum mistake. The transition is smooth.	Most items are not organized. Work is incomplete with many errors. The presentation consists with many mistakes and not smooth out.
Contents and Message (35)	Message selected to present match with the audience perfectly. The content was completed and reasonable.	Message selected to present match with the audience. The content was somehow completed.	Message selected to present match with the audience only part of it. The content was not completed and not reasonable.	Most of the message was not match with the audience. The content was not questionable and unclear.
Time Management (10)	Use time effectively and be able to end the presentation within time scope exactly.	Use time effectively and be able to manage the presentation within frame.	Use time almost effective and almost end the presentation on time.	Manage time ineffective at all. Need to practice more or learn to manage time when presenting.
Presenter(s) Style and Flow (30)	Movements are fluid. Holds audience attention and communicate at all time. Good use of tone and voice and time interval to interest the audience. Displays self-confident, relax, and no tensions when presenting.	Movements, gestures, and eyes contact are used at all time. Use of tone and voice and time interval with few mistake. Make minor mistakes, but quickly recovers from them, still self-confident, relax, and no tensions when presenting.	Medium movement or gesture or eyes contact with audience. Use of tone and voice and time interval with many mistakes. Show some tension while presenting but quickly recovers from them, still self-confident, relax.	Little movement or gesture or eyes contact with audience. . Use of tone and voice and time interval with many mistakes. Show much tension and has trouble recovering from mistakes. Don't have much confident when presenting.

**** Rubric for report writing will be uploaded on LMS**