

Negotiation techniques

Level : L1 L2 L3 M1 M2

Curriculum : Master's programme in Management – International semester

Academic year: 2018-2019

Description

Place : Annecy

Term: Fall semester

ECTS

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Course overview and aims

This course gives an introduction to some of the key mechanisms that characterise negotiations with a particular focus on the relationship between negotiation behaviour, dynamics and outcome. Students will learn in a practical environment using role plays and other interactive methods to gain a realistic knowledge of the skills involved in negotiating effectively. Each student will be expected to actively participate and demonstrate that they understand the subject matter and are able to offer adequate solutions to different negotiating scenarios.

Pre requisite

Basics of sales and marketing.

Plan / Course content

Students have to:

- Learn key concepts and perspectives in negotiation theory.
- Understand how negotiation parties reason when they decide whether to negotiate or not and when they decide strategies and tactics in the negotiations process.
- Be able to describe different types of negotiation dynamics.
- Be familiar with key determinants of individual and collective gains in the outcome of negotiation – and how they are linked to negotiation parties' choice of strategies and tactics.
- Know how to assess negotiation outcomes and be able to identify main causes of negotiation success and failure.

Learning outcomes

- Planning and Analysis (assessment of situations and people)
- Adaptability (to changing environments and circumstances)
- Flexibility (reacting quickly to new information)
- Cultural Awareness (being more aware of self and others and likely responses under pressure)

Literature

Not defined yet