

MEM 2.Sem Negotiations (BAE 5031)

2 SWS (semester weekly hours), 4 Credits

Language: English

Level: Advanced

Schedule:

- Tuesdays 11:30 - 17:00h (see schedule below)
- 16.03.2021 Introduction to negotiations; formation of teams; assignment(s)
- 23.03.2021 Workshop day
- 30.03.2021 Workshop day
- 13.04.2021 Workshop day
- 20.04.2021 Presentation of final results

Room: tba

Lecturer:

Prof. Dr. Moritz A. Peter

<https://www.hs-pforzheim.de/profile/moritzpeter/>

Office: T2.3.12

I do care about your learning. Therefore, helping you is an important matter to me. If you encounter problems or questions with any aspect of the course, do not hesitate to contact me. I will respond quickly and if it is necessary, we can arrange an appointment.

Overview:

Negotiations are ubiquitous. For managers, and in particular for procurement managers, strong negotiation skills are an indispensable capability to achieve their corporate and personal objectives. Thus, this course is dedicated to the acquirement of a solid negotiation skill set.

Prerequisites:

None. However, previous or simultaneous attendance of BAE 5142 “Strategic Procurement” is helpful and recommended.

Learning objectives and outcomes:

After this course, participating students should:

- demonstrate a deepened understanding of the negotiation process
- be familiar with key strategies and tactics of negotiations
- be able to prepare, conduct and document negotiation meetings properly
- understand how a negotiator can improve the outcome of a negotiation - even under difficult circumstances
- be able to react to manipulation, conflicts and threats without losing sight of original-ly intended objectives

Thus, after attending this course, students should be able to prepare and lead negotiations effectively and to close deals successfully.

Course topics:

Course topics follow the structure of an exemplary negation process:

- Pre-bargaining phase: identification of own as well as counterparty’s interests; alternatives, strengths/weaknesses, etc. Set-up of a suitable negotiation strategy; assignment of appropriate roles as well as tactics for the upcoming meetings (documented by a promising negotiation playbook)

Course topics (continued)

- **Bargaining phase:** Taking and defending the lead in negotiation meetings before eventually reaching an agreement (documented by meaningful meeting minutes)
- **Closing and follow up phase:** Closing or cancelling the deal in a smart way. Supervision of adherence to agreements and reaction strategies to violations of agreements (documented by contract and letter/email exchange).

Teaching and learning approach:

This course has a threefold structure: In the first phase of the course a comprehensive introduction to relevant negotiation topics is provided (by lecture). In the second course-phase small group of students work on their group assignments. In the third phase of the course the results of the group work will be presented and individual feedback will be given.

Course material:

(1) Downloads: lecture slides and additional materials

(2) No mandatory textbook, but a few classic recommendations:

- Fisher, R., Ury, W. L., & Patton, B. (1991). **Getting to Yes: Negotiating Agreement Without Giving In**. New York, NY: Penguin.
- Lewicki, R. J., Saunders, D. M., & Barry, B. (2015). **Essentials of Negotiation** (6th ed.). New York, NY: McGraw-Hill.
- Raiffa, H., Richardson, J., & Metcalfe, D. (2002). **Negotiation Analysis: The Science and Art of Collaborative Decision Making**. Cambridge, MA: Belknap.
- Thompson, L. L. (2009). **The Mind and Heart of the Negotiator** (4th ed.). Upper Saddle River, NJ: Pearson.
- ... plus numerous books and articles on special interests in English & German [feel free to contact me for further recommendations]

Assessment:

Approximately 30 minutes presentation of final results and documents with individual contribution

Grading scale: (see SPO, allg. Teil, Neufassung vom 01.09.06, p. 20):

- 1 = excellent (pass grade) = outstanding work;
- 2 = good (pass grade) = work which is far above average
- 3 = satisfactory (pass grade) = average work;
- 4 = sufficient (pass grade) = work with shortcomings which still meets requirements
- 5 = insufficient (fail grade) = work with severe shortcomings, does not meet requirements

Behavioural codex / behavioural rules:

- Read the syllabus
- Practice fair play to your fellow students
- Print and read the abstracts/notes before the lecture/exercise and take a look at it
- Please make sure to be on time and avoid to leave the lectures/exercises early
- Contribute to a pleasant atmosphere (i.e. silence)
- Solve your exercises independently
- Raise questions if you don't understand something

My teaching philosophy:

My main objective is the preparation of Hochschule-Pforzheim students for a successful career in the procurement and/or procurement-logistic function of international companies in various industries. In order to achieve this goal, I would like to appeal and foster the student's heart (motivation), hand (experience) and head (knowledge) through practice-oriented topics and vivid classroom interaction. Hence, if you have problems with your progress in the course or with your group please see me as early as possible. I do want you to graduate, but you must earn it!

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