

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR
POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)
BUSINESS NEGOTIATION SKILLS
CREDIT: FULL (2 CREDITS)
SESSION DURATION: 90 MINUTES

YEAR: 2019-20
BATCH: II

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Course Introduction: The growth of advanced technologies, movement to more horizontally managed organizations, and greater equality in relationships introduces increasingly more people into discussions about decisions that affect their lives. To be effective in this scenario, managers need to master the techniques of negotiation. Better negotiation skills can lead to improved outcomes for the organization.

This course on negotiation will help participants to discover their negotiation style and also what strategies to be adopted while negotiating.

Learning Outcomes: Upon completion of this course, the students will be able to:

- Understand the fundamentals of negotiation (LO1)
- Analyze the negotiation situations (LO2)
- Strategies and Tactics for effective negotiation (LO3)
- Negotiation Styles (LO4)
- Communication in Negotiations (LO5)
- Cross Cultural Negotiations (LO6)
- Individual Differences in Negotiations (LO7)
- Ethics in Negotiations (LO8)

Course Readings:

Text book

1. Rao, S. L., Negotiation made Simple, Excel Publications, 2009

Reference book(s)

2. Lewicki, R. J., Saunders, D. M. & Barry, B. (2013). *Negotiation, 5/e*. New Delhi: McGraw Hill.
3. Carrell, M. R. & Heavrin, C. (2008). *Negotiating Essentials: Theory, Skills and Practices*. New Delhi: Pearson.
4. Fisher, R., Ury, W. & Patton, B. (1991). *Getting to Yes: Negotiating an Agreement without Giving in, 2/e*. New York: Penguin Books.

5. Flower, A. (1990). *Negotiation: Skills and Strategies*. Hyderabad: Universities Press.
6. Saunders, D. M., Barry, B. & Lewicki, R. J. (2008). *Negotiation: Readings, Exercises and Cases, 6/e*. McGraw Hill.
7. Spangle, M. L. & Isenhardt, M. W. (2013). *Negotiation: Communication for Diverse Settings, 6/e*. New Delhi: Sage.
8. Hames, D. S. (2012). *Negotiation: Closing Deals, Settling Disputes, and Making Team Decisions*, New Delhi: Sage.

Course Evaluation criteria

Component	Weightage
Quiz	10%
Class Participation and Case Discussion	20%
Case Study	20%
Analysis of Case: Presentation	10%
End-term	40%
Total	100%

Session Plan

Session No.	Topic	Learning Outcome	Pedagogy	Reading
1-2	Negotiation Fundamentals <ul style="list-style-type: none"> • The nature of Negotiation • Preparation: Building the Foundation for Negotiation 	LO1 LO2	Lecture	TB1, Ch -1 RB 1, Ch-1
3-4	<ul style="list-style-type: none"> • Strategy and Tactics of Distributive Bargaining • Strategy and Tactics of Integrative Bargaining 	LO3	Lecture Case Discussion	TB-1, Ch-2, 9 RB-1, Ch-2 Case: Negotiation Strategy: Pattern Recognition Game
5-6	Negotiation Styles	LO4	Lecture Role Play	TB-1, Ch-7 Role Play: Sharing Equipment
7-8	Communication in Negotiation	LO5	Lecture	TB-1, Ch-8 RB-1, Ch-6
9-10	Cross Cultural Negotiations	LO6	Lecture Case Discussion	TB-1, Ch-11 RB-1, Ch-16 Case Study: Negotiating with Chinese Business Partners: What Are You Going to Give Us?
11-12	Individual Differences in Negotiations <ul style="list-style-type: none"> • Gender • Personality 	LO7	Lecture	RB-1, Ch-14,15
13	Ethics in Negotiation	LO8	Lecture	TB-1, Ch-12 RB-1, Ch-9

Case Writing Assignment

Purpose

The purpose of this assignment is

- a) To broaden your knowledge of a specific topic
- b) To help you gain experience in gathering, interpreting, and documenting information, developing and organizing ideas and conclusions and communicating them effectively in the form of paper
- c) To apply the concept learnt in the class

Style of Case study

Cover Page – Your name and title should go on the first page immediately before the beginning of the text you have written

Margin – 1 inch

Font – Arial/ Times New Roman 10/12

Spacing- 1.5

References (For secondary source) :

For example

Eder, P., & Eisenberger, R. (2008). Perceived Organisational Support: Reducing the Negative Influence of Co-worker Withdrawal Behaviour. *Journal of Management*, 34, 55-68

Deadlines

What you must do	What you must produce	When it is due
1. Select a company	A proposal paragraph	Friday of Second Week of the term
2. Prepare final case alongwith references	Case study Soft Copy as well as Hard Copy	Friday of second last Week of the term
3. Presentation	Power point presentation	Last two sessions

Nature of the assignment

This assignment will be done in a team of 3 students

Rubrics of Case Writing and presentation
Scoring Rubric for assignment

Level of Achievement	Case	Presentation
Exemplary	<ul style="list-style-type: none"> •Addresses the issues. •Presents arguments in a logical order. •Uses acceptable style and grammar (no errors). •Backs conclusions with data and warrants 	<ul style="list-style-type: none"> • No error in PPTs • Teamwork and excellent display of communication skills • Excellent handling of Q & A
Very Good	<ul style="list-style-type: none"> •Does not address the issue explicitly, although does so tangentially. •States a relevant and justifiable presentation. •Presents arguments in a logical order. •Uses acceptable style and grammar {one or two error(s)}. 	<ul style="list-style-type: none"> •Demonstrates accurate but only adequate understanding of the question because does not back conclusions with warrants and data.
Good	<ul style="list-style-type: none"> • Address the issue ambiguously • Presents arguments in a less logical order. •• Fails to use acceptable style and grammar (two or more errors). 	<ul style="list-style-type: none"> •_Okay kind of presentation •Less thorough than above. •Missing links in presentation. •Poor flow
Needs Improvement	<ul style="list-style-type: none"> •Does not address the question. •States no relevant answers. •Indicates misconceptions. •Is not clearly or logically organized. 	<ul style="list-style-type: none"> •Does not demonstrate accurate understanding of the Q & A. •presentation not in order. • No flow
Exposed	Many things mentioned above are missing and contents are unrelated /irrelevant	•Irrelevant material and poorly designed presentation