

B.Sc. Elective OPM 452

“Processes and Strategies of Negotiation”

MOTIVATION

- Negotiations occur in **all areas** of business (and life): Politicians negotiate laws, employees negotiate salaries, family members negotiate holiday destinations... and people in **procurement and sales** negotiate **business deals**.
- The **ability to structure, plan, and manage negotiation situations is critical** to succeed in business (and beyond).

CONTENT

- OPM 452 is recommended for anyone seeking an **introduction to and a broad overview of negotiation theory and practice**.
- The module is **not a practical “training camp”** for bargaining skills.
- Teaching consists of **integrated lectures, cases, simulations, and guest lecture(s)**.

LEARNING OBJECTIVES

The main objective is to understand the **economic and psychological mechanisms** underlying negotiations and to learn how to apply this knowledge. Starting from the basic concepts, participants will learn how to:

- ... to **strategically analyze negotiation situations** and develop corresponding negotiation playbooks.
- ... identify barriers and opportunities to **creating and claiming value** in negotiations.
- ... to avoid negotiation “sand traps” and take advantage of bargaining tactics to **influence negotiation counterparts**.

ORGANIZATION

- The module is organized as a **compact course** consisting of **four blocks** lectured on **four consecutive Fridays** in the first month of the spring semester.
- **Dates for Spring 2021** are: March-05, March-12, March-19, and March-26, 2021 (08:30 – 13:30 [B1 + B2 + B3]).
- The **exam** takes place **Friday, April-16, 2021** (tentatively).

For more information, please visit <http://procurement.bwl.uni-mannheim.de>