

# 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 plans – and **procurement and sales people negotiate business deals.**
- **The ability to structure, plan, and manage negotiation situations is critical** to succeed in business.

### CONTENT

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

### LEARNING OUTCOMES

The main objective of OPM 452 is to **understand the economic and psychological mechanisms underlying negotiations.** Participants will learn:

- How to **analyze negotiation situations** and to **develop negotiation plans.**
- How to identify opportunities and barriers to **creating and claiming value** in negotiations.
- How to **take advantage of negotiation tactics** to influence and deal with counterparties.

### ORGANIZATION

- The module is organized as a **compact course** consisting of **six lecture blocks.**
- **Dates for Spring 2020** are:  
Feb-17, Feb-24, Mar-02, Mar-16, Mar-23, Mar-30.
- The **exam** takes place in **April 2020** (directly after the Easter break).

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