



Negotiations occur in situations when it is impossible to attain one's goals without the cooperation of others. Such situations arise in all areas of business and the ability to manage them successfully rests on a combination of appropriate analytical knowledge and practical skills. This course provides the theoretical background and the practical tools of negotiations. The content is relevant to a broad spectrum of application domains, but a special emphasis is put on negotiations in the procurement context.

The course addresses the general principles of the negotiation process from pre-bargaining stages (interests, BATNAs) all the way to deal closure. This includes distributive bargaining (zero-sum games) and integrative bargaining (positive-sum games), hard vs. soft negotiation styles and associated influence techniques, mixed motive bargaining, power/dependence differentials and fairness, reputation and repeated interactions, and human-related issues (perceptions, emotions, communication).

**Objectives**

This course is recommended for anyone seeking an introduction to and broad overview of negotiation theory and practice. It is not a “training camp” to enhance practical bargaining skills. The main objective is to understand the economic and psychological mechanisms underlying negotiations, in order to strategically analyze and tactically tackle negotiation problems.

Starting from the key concepts and principles that guide negotiations, participants will learn: (1) how to strategically analyze negotiation situations and to develop comprehensive negotiation plans, (2) how to identify opportunities and barriers to creating and claiming value, (3) how to avoid negotiation “sand traps” and to take advantage of negotiation tactics to influence and deal with difficult negotiation counterparts.

**Organization**

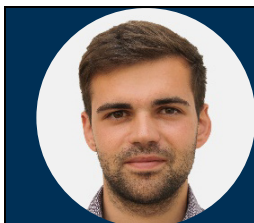
The course is organized as a compact course consisting of four session blocks with integrated lecture and exercise elements. Participation is limited. To enroll, please register via Portal2.

There is no mandatory textbook. Teaching material, additional readings, and information regarding supplementary textbooks will be provided in class. For more information, please see the corresponding ILIAS group.

**General Information**



Lecturer	Prof. Dr. Christoph Bode
Course Format	Integrated lecture and exercise
Credit Points	3 ECTS
Language	English
Grading	Home assignment (30%) and written exam (60 min., 70%)
Exam Date	Mid-semester
Term	Spring
Range of Application	B.Sc. Business Administration



**Contact Person**

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