

B.Sc. program | Elective (A)

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 **sales and procurement** people 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**.
- Teaching consists of **integrated lectures, cases, simulations, and guest lecture(s)**.
- The module is not intended as a **“training camp”** for bargaining skills.

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 half of the spring semester.
- **Lecture dates** are (all Fridays, 08:30 – 13:30 o'clock):
 - February-25, 2022
 - March-04, 2022
 - March-11, 2022
 - March-18, 2022
- The **exam** is scheduled for Friday, **April-8, 2022** (tentatively).

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