

Course form to fill in (STP 2026)

Course title:

Negotiation Techniques for Business

Staff responsible for the course:

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Lecturers:

Fátima DE LA FUENTE

1) COURSE PRESENTATION

Aims:

At the end of the course, the student should be able to:

At the end of the course, students will be able to understand negotiation principles as well as to develop their ability to apply them effectively in real-world scenarios. These principles include effective business negotiation, ability to understand the other party's interests and to find the best alternative to a negotiated agreement that will ensure a win-win outcome. All of that with the use of practical tools and strategies that will help them to improve negotiation skills in various settings and to avoid common barriers to the reach of agreements. Decision-making techniques will help them to develop persuasion skills with the final objective of creating optimal value.

Prerequisites:

This course requires no prerequisites and welcomes students from all disciplines. It is especially designed for students willing to be managers of any kind that will be engaged in negotiation processes. It can be applied to any industry. Once said that open-mindedness and willingness to engage in role-playing and group activities are crucial.

Course contents:

1. Introduction to Negotiation: Why it is important to develop negotiation skills in diverse contexts.
2. Stages of Negotiation: Getting ready to negotiate, using effective communication, defining clear objectives, achieving win-win outcomes and implementing agreements.
3. Negotiation Strategies: Determining interests, learning to be flexible as well as to listen actively and developing empathy.
4. Effective Communication: Enhancing communication skills, use of non-verbal cues.
5. Value-Based Negotiation: Creating value through understanding priorities and mutual benefits.
6. Closure and Conflict Resolution: Techniques for closing negotiations and addressing conflicts.
7. Practice: Case studies, role-playing simulations and group activities to apply concepts in real-life scenarios.
8. Assessment and Conclusion: Evaluating learning, receiving feedback, and summarizing key takeaways.

2) WORKING LOAD

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>	3	
- <i>Interactive Course</i>	11	
- <i>Tutorials</i>		
- <i>Coaching</i>	2	
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>		
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	4	Working on final project and group activities in classroom
- <i>Individual Projects</i>	2	
- <i>Personal work</i>	10	
Total working time for the student	32	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- x Coaching
- x Case Study
- E-Learning and/or Self-learning
- x Interactive courses
- x Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

4) ASSESSMENT

Students' understanding and application of negotiation concepts will be evaluated through various means, including group projects, role-playing simulations, and a final negotiation exercise. Feedback will be provided regularly during interactive sessions, and detailed feedback will be given after assessments to help students identify strengths and areas for improvement, adhering to the feedback policy.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)	6	Ongoing	30%
	Mid-term exam (MIDT)	NA	NA	NA
	Participation (PARTN)	SAME AS CONTINUOUS ASSESSMENTS		
	MCQ	NA	NA	NA
<u>Final exam</u>	Oral final exam/Presentation (ORAL)	10-15 min	1	70%
	Written final exam (ENDT)	NA	NA	NA
<u>Others</u>	Case study (CASE)	Ongoing	Ongoing	NA
	Group Project (GPROJ)			
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)	Ongoing	Ongoing	NA
Total				100%

5) RECOMMENDED READING

Class books:
"Never Split the Difference: Negotiating As If Your Life Depended On It" by Chris Voss
"Difficult Conversations: How to Discuss What Matters Most" by Douglas Stone, Bruce Patton, and Sheila Heen
"Influence: The Psychology of Persuasion" by Robert B. Cialdini

Reviews :

Internet Resources:

Name of the Website	URL
Harvard Business Review	https://hbr.org/2024/03/negotiate-like-a-pro
Harvard Business Review	https://hbr.org/2015/12/control-the-negotiation-before-it-begins