

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Negotiation Management

1- Basic Information:

Course Name	Negotiation Management
Course ID	BMN502
Contact Hours (Registered Sessions)	٣٦
Contact Hours (Synchronized Sessions)	٢٤
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	٤٨
Synchronized Session Work Load	٢٤
Credit Hours	٦
Course Level	٥

Pre-Requisites:

Course	ID
Organizational Behavior	BHR502
English Level ٣	Eng3

2- Course General Objectives: The negotiation process is described as a complex multi-stage process which consists of preparation, negotiating, and post-negotiation implementation and evaluation. This module is aimed at introducing negotiation concept and identify different aspects of negotiation and its theories with describing different approaches of negotiation process. It is aimed as well at developing analytical and communication skills that are necessary for successful business negotiations. Upon completion of this module students should have an understanding of negotiation process, and an awareness of negotiation skills and strategies. Students will also have an awareness of the potential implications of national culture on cross-cultural negotiations. Finally, some international cases in negotiation will be explored.

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي والبحث العلمي
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3- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Recognize negotiation concept and its meaning. Consider when does negotiation occur and how to behave, and identify different aspects of negotiation arenas and distinguishes thoughts on negotiating. After that realize the importance of negotiation's process and its practices Finally, identify the characteristics of negotiation practices and its situation.
ILO2	Explore the meaning of Reservation Price (RP), Zone of Possible Agreement (ZOPA), and distinguishes the cases of Value Creation Through Trades. Consider Best Alternative to Negotiated Agreement (BATNA) and Worst Alternative to A Negotiated (WATNA), Finally, Consider how negotiation fits within Anchoring and Counter Anchoring.
ILO3	Understand the aspects of negotiation and explore different streams of negotiation theory. After that, recognize different aspects negotiation approaches and distinguishes thoughts on distributive negotiation . Finally, consider thoughts on Integrative Negotiation.
ILO4	Explore different styles of people in negotiation. Recognize elements of negotiation and gain an overview of the multiple phases and multiple parties of negotiation process.
ILO5	Recognize models of negotiation and Explore Negotiation Support Systems (NSS). After that, distinguish the two-person games and consider issues between negotiation and management. Finally, identify what makes a good negotiator?
ILO6	Recognize the features of negotiation process and understand the main stages of negotiation process, then realize the DNA of Negotiation. Finally, Understand role listening skills in making successful negotiation.
ILO7	Identify the meaning of tactics concept and recognize the meaning of strategy concept. Explore strategy and tactics of integrative negotiation and explore strategy and tactics of distributive negotiation.
ILO8	Explore communication skills in negotiation and consider nonverbal communication in negotiation. Then, discuss phases of negotiation skills and explore ways of enhancing negotiation skills. Finally, identify compromising process in negotiation skills.
ILO9	Identify the meaning of culture, and recognize some negotiation outcomes across cultures. Define cultural approaches to negotiation, and distinguishes some international approaches to negotiations.
ILO10	Explore the meaning of crises, and recognize some negotiation steps during crises. Then define negotiation steps during the Covid-19 Pandemic, and identify the main issues of social dilemma. Finally, distinguishes some cases of anger and fear in negotiations.
ILO11	Consider the importance and power of forming alliances within a multi-party negotiation, and recognize how a limited fixed pie distributive negotiation style can damage negotiations with labor unions. Identify some of the critical errors that can be made in a management and union labor negotiation. Then, discusses examples of across cultural negotiation training. Finally, realize negotiation skills in with Wal-Mart buyers' case.

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
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4- Course Syllabus (٣٦ hours of total Recorded Sessions, ٢٤ hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
	<p>Chapter One: Introducing Negotiation Concept</p> <p>1.1. Introduction. 1.2. Meaning of Negotiation. 1.3. When does Negotiation occur? 1.4. Approaches to Negotiation. 1.5. Thoughts about negotiation. 1.6. Importance of Negotiation. 1.7. Characteristics of Negotiation situation.</p>			<ul style="list-style-type: none"> ■ Exercises ■ Assignments ■ Seminars □ Projects □ Practices □ Others 	Assignment: Preparing a negotiation process for a business company - whether economic or service, and whether it is local or global, according to a correct scientific methodology and a logical and technical sequence of the process to be prepared.
	<p>Chapter Two: Negotiation: Key Concepts</p> <p>2.1 Introduction 2.2 Reservation Price (RP) 2.3 Zone of Possible Agreement (ZOPA) 2.4. Value Creation Through Trades 2.5. Best Alternative to A Negotiated Agreement (BATNA) 2.6. Worst Alternative to A Negotiated Agreement (WATNA) 2.7. Anchoring and Counter Anchoring</p>			<ul style="list-style-type: none"> ■ Exercises ■ Assignments ■ Seminars □ Projects □ Practices □ Others 	
	<p>Chapter Three: Negotiation Approaches and Types</p> <p>3.1 Introduction 3.2. Aspects of Negotiation 3.3 Streams of Negotiation Theory 3.4. Negotiation Approaches</p>			<ul style="list-style-type: none"> ■ Exercises ■ Assignments ■ Seminars □ Projects □ Practices □ Others 	

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

3.5. Negotiation Categories				
<p style="text-align: center;">Chapter Four: Components of Negotiation</p> <p>4.1 Introduction 4.2. People Styles in Negotiation 4.3 Elements of Negotiation 4.4 Multiple Phases and Multiple Parties Negotiation</p>			<ul style="list-style-type: none"> ■ Exercises ■ Assignments ■ Seminars □ Projects □ Practices □ Others 	A reminder of the assignment axes and their proper preparation by students, along with explaining the steps in parallel and concurrently with periodic online meetings.
<p style="text-align: center;">Chapter Five: Negotiation Models and Games</p> <p>5.1. Introduction 5.2. Models of Negotiation 5.3. Negotiation Support Systems 5.4. The Two-Person Games 5.5. Negotiation and Management 5.6. What Makes A Good Negotiator?</p>			<ul style="list-style-type: none"> ■ Exercises ■ Assignments ■ Seminars □ Projects □ Practices □ Others 	
<p style="text-align: center;">Chapter Six: Negotiation Process and Stages</p> <p>6.1 Introduction 6.2. Features of Negotiation Process 6.3 The Main Stages of Negotiation Process 6.4 The DNA of Negotiation 6.5. Listening Skills: One Key to Successful Negotiation</p>			<ul style="list-style-type: none"> ■ Exercises ■ Assignments ■ Seminars □ Projects □ Practices □ Others 	A reminder of the assignment axes and their proper preparation by students, along with explaining the steps in parallel and concurrently with periodic online meetings.
<p style="text-align: center;">Chapter Seven: Negotiating Strategies and Tactics</p> <p>7.1. Introduction 7.2. Tactics Concept 7.3 Strategy Concept 7.4 Strategy and Tactics of Integrative Negotiation 7.5 Strategy and Tactics of Distributive Negotiation 7.6. Tactics When Buyer Makes the First Offer</p>			<ul style="list-style-type: none"> ■ Exercises ■ Assignments ■ Seminars □ Projects □ Practices □ Others 	

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

	Chapter Eight: Negotiation Skills 8.1. Introduction 8.2. Communication Skills In Negotiation 8.3. Nonverbal Communication in Negotiation 8.4. Phases of Negotiation Skills 8.5. Enhancing Negotiation Skills 8.6. Compromising in Negotiation Skills			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input checked="" type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
	Chapter Nine: Cultures Issues in Negotiation 9.1 Introduction. 9.2 What Is Culture?. 9.3 Negotiation Outcomes Across Cultures. 9.4 Cultural Approaches to Negotiation. 9.5 International Approaches to Negotiations			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input checked="" type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
	Chapter Ten: Negotiation and Crises 10.1. Introduction 10.2. Meaning of Crises 10.3. Negotiation During Crises 10.4. Negotiating During the Covid-19 Pandemic 10.5. Social Dilemmas 10.6. Anger and Fear in Negotiations			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input checked="" type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
	Chapter Eleven: Cases Studies in Negotiation 11.1. Introduction 11.2. Case Study One 11.3. Case Study Two 11.4. Case Study Three 11.5. Negotiating With Walmart Buyers			<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input checked="" type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

5- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type					
			ISC	PW	Ex	PF2F	Rpt	

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Ministry of Higher Education		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

ILO1	Recognize negotiation concept and its meaning. Consider when does negotiation occur and how to behave, and identify different aspects of negotiation arenas and distinguishes thoughts on negotiating. After that realize the importance of negotiation's process and its practices Finally, identify the characteristics of negotiation practices and its situation.	Student uses negotiation concepts and knows when does it occur, and how to deal with negotiation theories and get benefits of negotiation processes and its characteristics.						X
ILO2	Explore the meaning of Reservation Price (RP), Zone of Possible Agreement (ZOPA), and distinguishes the cases of Value Creation Through Trades. Consider Best Alternative to Negotiated Agreement (BATNA) and Worst Alternative to A Negotiated (WATNA), Finally, Consider how negotiation fits within Anchoring and Counter Anchoring.	<p>Student remembers the points reviewed in the previous lecture</p> <p>Student can deal with different key terminologies of negotiation such as RP, BATNA, WATNA, and use anchoring and counter anchoring steps.</p>	X		X			
ILO3	Understand the aspects of negotiation and explore different streams of negotiation theory. After that, recognize different aspects negotiation approaches and distinguishes thoughts on distributive negotiation . Finally, consider thoughts on Integrative Negotiation.	Student distinguishes the seven elements of negotiation and identifies negotiations with multiple stages and multiple parties	X					X
ILO4	Explore different styles of people in negotiation. Recognize elements of negotiation and gain an overview of the multiple	Student remembers the main axes in the scientific content by answering direct questions and some deductive questions in order to achieve the following	X					X

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Ministry of Higher Education		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

	phases and multiple parties of negotiation process.	point: use elements of negotiation and deal with of the multiple phases and multiple parties of negotiation process.					
ILO5	Recognize models of negotiation and Explore Negotiation Support Systems (NSS). After that, distinguish the two-person games and consider issues between negotiation and management. Finally, identify what makes a good negotiator?.	<p>Student remembers points reviewed in the previous lectures.</p> <p>Student deal with variety models of negotiation, and practice Negotiation Support Systems (NSS). He will consider the two-person games such as Prisoner Dilemma and define what makes a good negotiator?.</p>	X				X
ILO6	Recognize the features of negotiation process and understand the main stages of negotiation process, then realize the DNA of Negotiation. Finally, Understand role listening skills in making successful negotiation.	<p>Student remembers the basic tools and styles used in negotiation process.</p> <p>Students uses steps and negotiation and its DNA to formulate specific strategies. Student uses as well listening skills as well as communication skills in negotiation processes.</p>	X				X
ILO7	Identify the meaning of tactics concept and recognize the meaning of strategy concept. Explore strategy and tactics of integrative negotiation and explore strategy and tactics of distributive negotiation.	Student defines the concept of strategy and distinguishes the tactics in negotiations and identifies the types of negotiators, and uses the strategy and tactics of the distribution and integrative negotiations.	X				X

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Syrian Virtual University		الجامعة الافتراضية السورية

ILO8	Explore communication skills in negotiation and consider nonverbal communication in negotiation. Then, discuss phases of negotiation skills and explore ways of enhancing negotiation skills. Finally, identify compromising process in negotiation skills.	Student remembers the points reviewed in the previous lecture.	X				X
	Student uses as well listening skills as well as communication skills in negotiation processes, and student can deal with phases of negotiation skills and use compromising along with negotiation skills.						
ILO9	Identify the meaning of culture, and recognize some negotiation outcomes across cultures. Define cultural approaches to negotiation, and distinguishes some international approaches to negotiations.	Student uses cross-cultural negotiation skills, identifies international approaches to negotiations, and deals with some samples of cross-cultural negotiation.	X				X
ILO10	Explore the meaning of crises, and recognize some negotiation steps during crises. Then define negotiation steps during the Covid-19 Pandemic, and identify the main issues of social dilemma. Finally, distinguishes some cases of anger and fear in negotiations.	Student deals with different sorts of crises and cope with negotiation steps during the Covid-19 Pandemic and distinguishes some cases of anger and fear in negotiations.	X				X
ILO11	Consider the importance and power of forming alliances within a multi-party negotiation, and recognize how a limited fixed pie distributive negotiation style can damage negotiations with labor unions. Identify some of the critical errors that can be made in a management and union labor negotiation. Then, discusses examples of	Student remembers main contents of the scientific content by answering direct questions and some are deductive.	X		X		X
	Student understand lessons from some international examples of negotiation such as Identify some of the critical errors that can be made in a management and union labor negotiation and knows about						

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

across cultural negotiation training. Finally, realize negotiation skills in with Wal-Mart buyers' case.	negotiation skills in with Wal-Mart buyers' case.					
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6- Practice Tools:

Tool Name	Description

7- Main References

- 1 Baber, W W., Chavi C-Y Fletcher-C., (2020), *Practical Business Negotiation*, 2nd Ed, Kyoto University, Japan.
- 2- Berghoff, E. A. et al. (2007). *The International Negotiations Handbook. Success through Preparation, Strategy, and Planning*. PILPG and Baker & McKenzie.
- 3- Fisher, R., Ury, W., (2011), *Getting to Yes: Negotiating Agreement Without Giving In*, 3rd Ed, Penguin Books, New York.
- 4- Forsyth, F., (2010), *The Negotiator*, A Bantam Book, Broadway, New York
- 5- Lewicki, R.J., Barry, B., Saunders, D.M., and J.W. Minton, (2003), *Negotiation*, 4th Ed., McGraw-Hill, Boston.
- 6- Lewicki, R, J., Saunders, D, M., Barry, B., Minton, J, W., (2004), *Essentials of Negotiation*, 3rd Ed, McGraw-Hill Irwin, NY, USA.
- 7- Zohar, I., 2015 "The art of negotiation", *Social and Behavioral Sciences* , Vol 209: 540 – 548

8- Additional References

- Dietmeyer, B, J., Kaplan, R., (2004), *Strategic Negotiation: A Breakthrough Process for Effective Business Negotiation*, Dearborn Trade Publishing, USA.
- Karrass, C. L. (1974), *Give and Take: The Complete Guide to Negotiating Strategies and Tactics*, Thomas Crowell, New York.
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- Steven, C. (2002), *Negotiating Skills for Managers*, McGraw-Hill, New York.

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