

BUS356 Business Negotiation

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

The ability to negotiate is a valuable skillset for all business graduates. Businesses negotiate to procure resources, market or sell their products, and when disputes arise. Although high-stakes negotiations are frequently undertaken by managers and decision-makers within the organization, everyone in the organization has a role to play. Negotiation is important, both among employees within the organisation and outside the organisation with clients, suppliers, and business partners. The objective of negotiation is to reach an amicable agreement in which both parties end up with acceptable gains or concessions which is otherwise not possible. Negotiation also helps to manage and resolve conflicts effectively and amicably.

BUS356 Business Negotiation presents techniques and understanding of skilful negotiation to manage conflicts and achieve agreements. In this course, students will learn both the hard and soft skills of negotiation. They will be exposed to established negotiation strategies and tactics and will learn best practices for planning a negotiation. Ethical and psychological issues that may arise in a negotiation will be examined. Students will also learn to adapt their negotiation process when in an international and cross-cultural context.

Topics:

- Nature of Negotiation
- Mediation in Singapore
- Distributive Bargaining
- Integrative Negotiation
- Planning and Strategising the Negotiation
- Power in Negotiation
- Perception, Cognition and Emotion
- Improving the Communication
- Ethics in Negotiation
- Impact of Relationships on Negotiation
- International and Cross-Cultural Negotiations
- Best Practices for Negotiators

Textbooks:

Lewicki, Roy J.; Saunders, David M.; Barry, Bruce (2021): Essentials of Negotiation (International Edition) 7th McGraw-Hill
ISBN-13: 9781260579581

Learning Outcome:

- Examine the nature of negotiation
- Appraise the role of ethics and relationships in negotiation
- Deconstruct international and crosscultural negotiations and discuss best practices
- Analyse the strategy and tactics of distributive bargaining and integrative negotiation
- Plan the negotiation session
- Improve the negotiation process by appraising the role of perception, cognition, emotion and communication in negotiation

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PARTICIPATION 1	6
	TUTOR-MARKED ASSIGNMENT 1	18
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	ECA-REPORT	32.50
	ECA-VIDEO	12.50
	ECA-POWERPOINT	5
Total		100