

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme

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Course Code	MFT5GEXX04
Course Title	Conflict Management & Negotiation Skills

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Explain the fundamental nature of conflict and negotiation.
2. Identify interpersonal components of successful negotiations.
3. Develop skills to manage conflict and negotiate in the real world through practice in simulated situations.

Syllabus

Teaching Hours

<p>Unit I: Conflict Management – An Introduction</p> <ul style="list-style-type: none"> • Understanding Conflict • Antecedent Conditions to Conflicts in Organizations • Conflict Management Styles • Resolving Conflicts – Strategies and Systems • Managerial Skills And Competences for Effective Conflict Resolution 	05
<p>Unit II: Negotiation Skills – An Introduction</p> <ul style="list-style-type: none"> • Introduction to Negotiation as a Decision Making Process • The Process of Negotiation; Planning & Preparing to Negotiate • Internalizing Negotiating Processes • Managing Negotiations in the Following Contexts: Cross Functional Coordination; Marketing Relations; International Business; Labour-Management Relations • Intangibles in Negotiation: Power; Time and Information • Post Negotiation Phase • Ethical Considerations in Negotiation 	10

Suggested Readings:

1. Acuff, F. L., How to Negotiate Anything with Anyone Anywhere Around the World. Amacom.
2. Bolton, R., People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts. New York: Touchstone.
3. Fisher, R., & Ury, W., Getting to Yes: Negotiating an Agreement Without Giving In. RHUK.
4. Lewicki, R. J., Saunders, D. M. & Minton, J. W., Essentials of Negotiation. Boston: McGraw-Hill Irwin.

w.e.f. Academic Year 2019-20 and onwards