

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEOB03 MBM5SEOB03 MFB5SEOB03
Course Title	Negotiation Skills

Course Learning Outcomes (CLO):

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

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

Syllabus

Teaching Hours

Unit I: Negotiation Skills – An Introduction & Process <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 	04
Unit II: Managing Negotiations in Different Contexts <ul style="list-style-type: none"> • Cross Functional Coordination • Marketing Relations • International Business • Labour- Management Relations 	08
Unit III: Intangibles in Negotiation <ul style="list-style-type: none"> • Power; Time and Information • Post Negotiation Phase • Ethical Considerations in Negotiation 	03

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.