

## **Course Syllabus for Theory and Practice of Negotiation**

Spring of 2017 for MKE Students

**Lecturer:** Sung, Keuk-Je

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**Description:** This course is designed to equip students with the basic theories and skills of negotiation, and consists of several parts. The first part is the introduction to the newly developed approaches to negotiation; how you can improve your negotiation skills and outcomes. Also some commonly encountered negotiation tactics will be introduced, not to make you victims of those tactics. The second is simulation; students will engage in several negotiation simulations with other students under specific negotiation mandates and the outcomes will be reviewed. The third is an addition to the skills of negotiation; lessons from real life experience of the lecturer. This part will include negotiation skills especially for Koreans. The last is a brief introduction to the game theory with an emphasis on the cooperative games; this part deals with the theoretical foundations of bargaining and dispute resolution. Knowledge from economics and mathematics will be helpful but not required.

Students are requested to submit essays, less than two pages each, on certain reading assignments before the class starts. The topics for the essays are specified below, and the lecturer will later instruct you which one to choose. Such essays will NOT be summaries of the reading material, but include critiques or your personal experience related to the reading material. All essays should be submitted in printed form. Late submissions are heavily penalized. The lecturer may ask questions during class on the assigned reading materials for which essays are not required. Be prepared.

### **Lecture and Presentation**

This course will be mainly lecture driven, accompanied by student presentation on part of the reading material. Students are advised to form several groups, each comprising several students. Group formation will be announced after the registration is completed. Each group is assigned presentation material below. You do not need to add any new material for better presentation. Presentation could consist of clear and succinct *summary* of the reading material. *Each presentation should not exceed 15 minutes.*

### **Textbook:**

Getting to Yes by Roger Fisher and William Ury, Penguin Book(RF) 1991

Influence-Psychology of Persuasion, by Robert B. Cialdini, Collins Business 2007

### **Additional Textbook:**

Secrets of Power Negotiating by Roger Dawson (RD)

Games for Business and Economics by Roy Gardner, Wiley(RG)

The Art and Science of Negotiation by Howard Raiffa (HR), Harvard University Press, 1982

### **Reference:**

Getting Past No by William Ury, Bantam Books(WU)

CD's for GETTING TO YES and audio-tapes for GETTING PAST TO NO are available by request to the lecturer.

Cases for negotiation simulation and additional reading materials will be distributed in advance or during the class.

### **Lecture Schedule:**

Week 1: Introduction to the course and motivation for learning

**Lecture:** how lawyers negotiate

**Simulation:** Oil Pricing exercise and review

Week 2: Motivation for learning negotiation skills

**Lecture:** Real-life experience

**Simulation:** Opera House exercise and review

Week 3: Reading & **Presentation:** *Ch. 1 Don't Bargain Over Positions* and 1<sup>st</sup> half of *Ch. 2 Separate the PEOPLE from the Problem* (Group 1) and 2<sup>nd</sup> half of Ch. 2 of RF (Group 2)

Reading: Hofstadter, "The Prisoner's Dilemma: Computer Tournaments and the Evolution of Cooperation," in *Metamagical Themas: Questing for the Essence of Mind Pattern* 715-734 (Basic Books, 1985)

Week 4: Reading & **Presentation:** *Ch. 3 Focus on INTERESTS, not Positions* (Group 3) and *Ch. 4 Invent OPTIONS for Mutual Gain* of RF (Group 4)

Reading: Yandell, "Devils on the Freeway," in *Meeting the Shadow: The Hidden Power of the Dark side of Human Nature* 233-235 (Jeremy Tarcher, Inc)

Reading: James K. Sebenius, "Six habits of merely effective negotiators", Harvard Business Review, April 2001

Week 5: Reading & **Presentation:** *Ch. 5 Insist on Using Objective CRITERIA* (Group 5) and *Ch. 6 What If They Are More Powerful?* (Group 6) of RF

**Simulation:** Las Flores case

Reading: Mnookin, *Why Negotiations Fail: An Exploration of Barriers to the Resolution of Conflicts* (1993)

Week 6: Reading & **Presentation:** *Ch. 7 What If They Won't Play?* (Group 7) and *Questions 1-5 of Part V (Ten FAQs)* (Group 8) of RF, *Questions 6-10 of Part V (Ten FAQs)* (Group 9)

**Simulation:** Cartoon Case

Week 7: Lecture: Psychology of Persuasion

Reading: Influence by R. Cialdini

Raven & Rubin, "Three Social Psychologists Bet That the World Will Not End," in *Social Psychology* 16-25

**Simulation:** Cartoon Case (continued)

Week 8: Negotiation Tactics

**Lecture:** Negotiation Tactics

Reading: Sections 1~3 of RD

Video materials to be shown in class

Week 9: Midterm Exam

Week 10: Introduction to Game Theory

**Lecture:** game trees and solution concepts

Reading: Ch. 1 and 2 of RG

Week 11: Game Theory(continued)

**Lecture:** Sub-game and Sub-game Perfection

Reading: Ch. 6, 9 and 10 of RG

Week 12: Alternative Resolution

**Lecture:** How to divide? Divorce Problem from H/W assignment, Bargaining Solution

Reading: Ch. 12 of RG

Reading: Raiffa, "Dividing \$1000 Between a Rich Man and a Poor Man" in HR:  
Chapter 16 Arbitration of Disputes, "The Camp David Negotiations" Chapter 14 in  
HR

Week 13: Alternative Resolution (continued)

**Lecture:** Alternative Dispute Resolution and Arbitration

Reading: Raiffa, "Fair Division" Chapter 19 in HR

Reading: Ch. 13 and 16 of RG

Week 14: Social Choice Theory and Sudden Preparation

**Lecture:** Social Choice and Voting; reserved classes

Reading: Raiffa, "Voting" Chapter 23 in HR

Week 15: Final Exam

**Grading:**

Active participation into the class is strongly recommended, and will be taken into consideration for grading. Especially, students will be asked to make presentations on the RF and other reading requirements during classes. There will be two brief written exams and homework assignments. Presentation and discussion/participation will count 30%, two exams 50%, and other assignments 20%. END