

# Negotiation Mastery

## Syllabus

The Usild Negotiation Program prepares you to close deals that might otherwise be dead-locked, maximize value creation in agreements you reach, and resolve differences before they escalate into costly conflicts. This program emphasizes an understanding of both analytical tools and interpersonal techniques for dealing effectively with different bargaining styles and tactics.

<b>Introduction</b>		<ul style="list-style-type: none"> <li>• A panel of expert negotiators, comprised of a wide range of expert practitioners including Usild faculty</li> <li>• Set goals and establish your negotiation preferences and skills through self-assessment exercises</li> <li>• Test your strategic skill set through a negotiation game</li> </ul>	
Modules		Takeaways	Key Exercises
<b>Module 1</b>	<b>Introduction to Negotiation Analysis:</b> Finding the Zone of Possible Agreement	<ul style="list-style-type: none"> <li>• Identify your walkaway</li> <li>• Manage the exchange of offers</li> <li>• Close the deal</li> </ul>	<ul style="list-style-type: none"> <li>• Negotiation simulation (Negotiating a Single-Issue Agreement: Buying/Selling a Unique Property)</li> <li>• Peer feedback</li> </ul>
<b>Module 2</b>	<b>Advanced Negotiation Analysis:</b> Creating Value	<ul style="list-style-type: none"> <li>• Generate value when there is uncommon ground</li> <li>• Manage situations under different and complex scenarios</li> <li>• Dig into the fundamental tension of creating and claiming value</li> </ul>	<ul style="list-style-type: none"> <li>• Negotiation simulation (Agla and Rene : Negotiating a Long-Term Service Contract)</li> <li>• Peer feedback</li> </ul>
<b>Module 3</b>	<b>Managing the Negotiation Process:</b> Bargaining Tactics, Style, and Emotion	<ul style="list-style-type: none"> <li>• Examine the relational dimension of negotiation</li> <li>• Explore interpersonal dynamics, bargaining styles, tactics, and emotion</li> </ul>	<ul style="list-style-type: none"> <li>• Negotiation simulation (Discount and Hawkins: Crafting Terms and Conditions)</li> <li>• Peer feedback</li> </ul>
<b>Module 4</b>	<b>Negotiation Mastery:</b> Forging Agreement within Groups and Organizations	<ul style="list-style-type: none"> <li>• Apply themes and issues from the course to real life scenarios</li> <li>• Negotiate effectively within groups and organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Negotiation simulation (Negotiating a Job Offer: Building Relationships)</li> <li>• Peer feedback</li> <li>• Capstone Assignment</li> </ul>
<b>Conclusion</b>		<p>Capstone Assignment: You will answer three short essay questions that will help you reflect on what you've learned throughout the course and consider how you will utilize your new skills in future negotiations.</p>	

In order to earn a Certificate of Completion, participants must thoughtfully complete all 4 modules, including participating in 4 negotiation simulations and finishing the capstone assignment, by stated deadlines. The negotiation simulation exercises are key to the learning objectives of this course, and participants are expected to demonstrate full effort and professional-level courtesy in communicating and scheduling with their partners for these exercises.