

BUS356 Business Negotiation

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

Business graduates must be able to negotiate effectively. 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 go away with acceptable gains or concessions. Negotiation also helps to manage and resolve conflicts amicably. This course presents techniques relating to skilful negotiation to manage conflicts.

Topics:

- Dispute Mechanisms in Singapore, Nature of Negotiation
- Distributive Bargaining
- Integrative Negotiation
- Negotiation Strategy
- Finding and Using Negotiation Power
- Perception, Cognition and Emotion
- Communication
- Ethics in negotiation
- Impact of past and future relationships on current negotiation relationship
- Multiple Parties and Teams
- 10 Best practices for negotiators

Textbooks:

Lewicki, Roy J.; Saunders, David M.; Barry, Bruce (2016).: Essentials of Negotiation 6th ed
(International ed) McGraw Hill
ISBN-13: 9781307185133

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Learning Outcome:

- Examine the concepts in the negotiation life cycle.
- Analyse the strategy and tactics of distributive and integrative bargaining.
- Formulate the strategy for the negotiation session.
- Appraise the role of communication in negotiation.
- Assess the role of ethics in a negotiation relationship.
- Evaluate the role of culture and multiparty negotiation, and discuss the best practices in negotiation.
- Apply essential knowledge and interpersonal skills to work effectively as a team.
- Demonstrate written proficiency.
- Practice giving oral presentations in areas related to business negotiation.

Assessment Strategies:

| Continuous Assessment Component | Weightage (%) |
|--|----------------------|
| PARTICIPATION | 6 |
| PRE-COURSE QUIZ | 2 |
| GROUP BASED ASSIGNMENT | 38 |
| PRE-CLASS QUIZ | 2 |
| PRE-CLASS QUIZ | 2 |
| Sub-Total | 50 |

| Examinable Component | Weightage (%) |
|-----------------------------|----------------------|
| ECA-REPORT | 32.50 |
| ECA-VIDEO | 12.50 |
| ECA-POWERPOINT | 5 |
| Sub-Total | 50 |

Weightage Total **100**