

BMGT45760 Negotiation Strategy and Skills

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What this module is about

This module provides students with strategy frameworks and practical skills for successful negotiation. Students who take this module and participate actively and reflectively can become better negotiators.

Module learning outcomes

On completion of this module, students should be able to:

- Understand the game of negotiation and select the best negotiation strategies.
- Prepare a robust negotiation plan before entering negotiations.
- Increase their negotiating power and use it effectively.
- Resolve conflict and manage people problems in negotiation.
- Negotiate across cultural differences.

Approach to learning

The module takes an experiential learning approach. Students will negotiate with each other in challenging, enjoyable role-plays. Role-plays are followed by debriefing discussions and the establishment of strategies and principles for effective negotiation.

These role-plays, discussions, and frameworks, combined with personal reflection, enable students to enhance their negotiation behaviours and skills.

The classroom experience will be supplemented by guest visits from experienced negotiators. Students will have the opportunity to hear about real-life challenges and to explore how best-practice negotiation strategy can be applied in difficult negotiations.

To summarise, learning activities will include

- Role-plays
- Faculty-led debriefing discussions and lectures
- Peer-to-peer feedback discussions
- Expert practitioner guest visits

Networking and extra-curricular activity

Participants will have the opportunity to make connections and friends with students from other GNAM schools. There will be organised social gatherings with an emphasis on fun and experiencing world-famous Irish hospitality.

Module topics and schedule – draft example for illustration purposes

Date		Topic/Activity
Monday 10 June	Morning	Lesson 1: Creating value in negotiations Including: role-play
	Afternoon	Lesson 2: Preparing a robust negotiation plan
	Evening	Networking on campus
Tuesday 11 June	Morning	Lesson 3: How to bargain for a good deal Including role-play
	Afternoon	Lesson 4: Practitioner insights 1 Guest visit
	Evening	Social activity (e.g. Johnnie Fox's Hooley Night)
Wednesday 12 June	Morning	Lesson 5: Resolving disputes, managing conflict Including role-play
	Afternoon	Lesson 6: Power and ethics in negotiation Including role-play
	Evening	Free time
Thursday 13 June	Morning	Lesson 7: Job offer and salary negotiation Including role-play
	Afternoon	Lesson 8: Practitioner insights 2 Guest visit
	Evening	Social activity (e.g. Dublin Literary Pub Crawl)
Friday 14 June	Morning	Lesson 9: Cross-cultural negotiation Including role-play
		End of module

Preparation and readings

There is no prescribed textbook for this module, but I am happy to provide book recommendations.

Students will be required to read no more than 10 Harvard Business Review (or similar) articles.

Role-plays will be distributed electronically as the module progresses.

Assessment strategies

Pre-module assignment (20%)

A personal reflection in the style of a learning journal.

In-module participation (30%)

Contribution to classroom discussions.

End of module assignment (50%)

A learning journal reflecting on lessons from the role-play experiences.