



SECOND SEMESTER 2020-2021

Course Handout (Part-II)

Date: 16/01/2021

In addition to Part-I (General Handout for all courses appended to the timetable) this portion gives further specific details regarding the course.

Course No. : BITS F319
Course Title : Negotiation Skills and Techniques
Instructor-in-charge : R. RAGHUNATHAN

1. Scope and Objective of the Course:

Negotiation is a process that every person is required to be a part of at different points in time almost throughout his life. Ability to negotiate successfully whether in business or at home can be a determinant of one's success in his life. In business one has to negotiate with customers, distributors, suppliers, bosses, peers and practically everyone with whom one is required to interact. This course aims at arming the students with a variety of skills and techniques that would help them to prepare for negotiating successfully; help each student to gain insight into their own negotiating style and effectively integrate the experiential and intellectual learning components.

2. Text Book(s):

Reading materials (RM) will be shared through the course page at CMS.

3. Reference Books:

- R1. Roy J. Lewicki, Bruce Barry and David M. Saunders, Negotiation, Tata McGraw-Hill Limited, 2010, 7th Edition.
- R2. Leigh L. Thompson, The Mind and Heart of the Negotiator, Thomson Learning, 2005, 3rd Edition.

4. Course Plan:

Lectur	Topic(s) to	Learning objectives	Chapter
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e No.	be Covered		in the Text Book
1-2	Negotiation: Introduction and Overview	<ul style="list-style-type: none"> Define negotiation. Explain the reasons for existence of a negotiation. Identify the characteristics of a negotiation situation. 	RM - 1, R1: Ch1
3-8	Negotiation Styles	<ul style="list-style-type: none"> Compare & contrast distributive and integrative bargaining process. Understand the role of value claiming and value creation in negotiation. 	RM - 2, R1: Ch2
Lecture No.	Topic(s) to be Covered	Learning objectives	Chapter in the Text Book
9-10	Negotiation Process	<ul style="list-style-type: none"> Understand the generic process in a negotiation. Develop/formulate own negotiation process. 	RM - 3
	Preparation	<ul style="list-style-type: none"> Learn the components of planning and preparation in a negotiation. Identify 'negotiation' goals of self and counterpart. 	RM - 4
	Concessions	<ul style="list-style-type: none"> Formulate a concession strategy. Making and interpreting concessions. 	RM - 5
11-12	First Offer	<ul style="list-style-type: none"> Decide when to make the first offer. Explain proposal and bargaining. 	RM - 6
13-14	BATNA	<ul style="list-style-type: none"> Discover BATNA, WATNA of self and counterpart. Contrast BATNA and Leverage. 	RM - 7
15-16	Negotiation Ploys: Strategy and Tactics in Negotiation	<ul style="list-style-type: none"> Identify and classify the negotiation ploys used by the counterpart. Apply countermeasures on the ploys used by counterpart. 	RM - 8, R1: Ch4
	Handling Conflicts in Negotiation	<ul style="list-style-type: none"> Identify & distinguish the nature and type of conflicts. Determine the conflict handling strategy to be 	RM - 9





		used to resolve and manage the conflict.	
17-18	Communication - Key to Effective Negotiating	<ul style="list-style-type: none"> Learn the art of influencing. Identify the decision making styles. Know the nuances of meta talk. 	RM - 10, R1: Ch7
19-20	Non-verbal Communication in Negotiations	<ul style="list-style-type: none"> Improve the ability to interpret non-verbal communication. 	RM - 11, R1: Ch7
21-22	Emotions: Dealing with Others and Ourselves	<ul style="list-style-type: none"> Determine when & how to display & control emotions. 	RM - 12, Class Notes
	Power in Negotiation	<ul style="list-style-type: none"> Enhance power by identifying the sources of power. Dealing with others who have more power. 	RM - 13, R1: Ch8
23-24	Ethics in Negotiation	<ul style="list-style-type: none"> Judging whether a behavior is ethical or unethical. Identify deceptive behavior in others. How to avoid the temptation to be unethical? 	RM - 14, R1: Ch5
25-26	International Negotiations	<ul style="list-style-type: none"> Distinguish Negotiation across countries. 	RM - 15, R1: Ch16
27-28	Cross Cultural Issues in Negotiations	<ul style="list-style-type: none"> Discover the role of culture and negotiation. Developing culturally responsive negotiation strategies. 	RM - 16 R1: Ch16

Reading Assignments:

Students will be assigned with additional reading materials which they are required to read and come prepared to class. Course materials and information on selective in-class activities will be made available course page at 'CMS'.

5. Evaluation Scheme:

Evaluation Component	Weightage (%)	Duration	Operational Details	Nature of Component	Date, Time and Venue
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Mid-semester Test	30	90 min	Theory and or application questions	Open book	05/03 1.30 - 3.00PM
Assignment(s)*	10	NA	Participation Report +	Open book, In-class & Take home	Continuous
Role Play*	20	3 hours	Participation Report +	Open book, In-class & Take home	11/04/2021 10:00 AM - 1:00 PM
Comprehensive examination	40	2 hours	Theory and or application questions	Open book	15/05 FN

* Details will be shared in the class.

6. Chamber Consultation Hour: Tuesday, 5:00 p.m. - 6:00 p.m.

7. Notices: Notices, if any, will be shared in the course page at 'CMS' only.

8. Policies:

- For make-up, prior permission from the instructor in-charge should be taken
- Policies related to class attendance, unfair means and late submissions will be shared in the class

Note: The pace of coverage will vary with *class interest*, the liveliness, new insights & quality of discussions or lack thereof. Hence, information on specific in-class activities to be assigned during the scheduled class is not specified in this handout.

Academic Honesty and Integrity Policy:





Birla Institute of Technology & Science, Pilani
Hyderabad Campus

Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

Charge **Instructor-in-**
BITS F319



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