

Olivet College  
IRM 350 – Negotiation and Persuasive Presentations

**Course Syllabus for Fall 2017**  
**Tuesday and Friday, 1:50 p.m. to 3:10 p.m., Mott Room 404**

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**Instructor Office Hours**

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**Instructor:** Tom Humphreys, CPCU, CLU, ChFC, CIC,  
Assistant Professor of Insurance and Risk Management  
**Campus address:** Mott 311C  
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**Office phone:** 269-749-7612  
**Office Hours:** Monday and Thursday 10:45 a.m. to 1:00 p.m., Tuesday 3:30 p.m. to 6:00 p.m., Friday 10:00 a.m. to noon. Other times by appointment.

**Course Description**

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An examination of negotiating techniques, construction of a persuasive argument, assembly of information to support positions and proposals, use of spreadsheets and presentation software to create professional documents and presentations to support positions and proposals, such as the development of a new product or the sale of a new insurance coverage to a risk manager or new exposure to an insurance/reinsurance underwriter.

Semester Hours: Three (3)  
Prerequisites: 3.0 or higher GPA, IRM 323.

**Learning Outcomes**

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Course Learning Outcome	Assessment Tool
Demonstrate business negotiation tactics	Project - Presentation
Prepare effective visual presentations utilizing Microsoft PowerPoint	Project - Written
Analyze a negotiation situation and identify the correct method to utilize for resolution	Final Exam
Orally present given information effectively	Project - Presentation
Describe the negotiation process	Mid-Term Exam

**IRM Program Learning Outcomes**

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This course supports the following Insurance and Risk Management Program Outcomes:

- Student has a strong background in property and liability insurance, with knowledge of policy coverage language.
- Student has the ability to analyze client needs/objectives and provide product recommendations in a holistic manner.
- Student can demonstrate technical competence and the ability to read and understand coverage forms providing consistent and sound underwriting decisions.
- Student has the ability to analyze business needs and translate these into clearly defined requirement documentation.
- Student can effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- Student has the ability to work with others as part of a team.

**College-Wide Learning Outcomes**

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This course supports the following College Wide Learning Outcomes:

- Application of Knowledge – Integrate and apply advanced knowledge in an academic or professional discipline. Learning Outcome 6.1 – Integrative Knowledge. Demonstrate use of the theories, analytic

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methods, and content of one's discipline in an integrated manner. Learning Outcome 6.2 – Problem-Solving Skills. Apply the tools of one's discipline to demonstrate problem-solving competency in one's field.

- **Critical Thinking** – Strengthen foundational skills in critical thinking and quantitative analysis. Learning Outcome 2.1 – Reasoning and Critical Thinking. Analyze and evaluate assumptions, claims, evidence, arguments, and forms of expression; use information critically.

#### Required Text

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Getting to Yes, Fisher and Ury, Random House Business Books, (ISBN 9781847940933).

#### Student Expectations

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Develop professional business habits now and take advantage of the education for which you are paying. At all times, strive to earn an "A." In this highly competitive environment, you owe it to yourself to stand out from your peers.

- Arrive on time, be alert at all times and actively participate in all classes
- Don't miss classes; we present and discuss material beyond the textbook
- Actively discuss course content in and out of class
- Plan to spend at least four to six hours every week reading, researching, writing and studying; once you fall behind, it will be difficult to catch up
- Daily check your Olivet College email and Blackboard for instructor messages
- Complete all reading and written assignments **before** each class period.
- Silence and stow away all cell phones, music players, ear buds and similar devices during class. Use of such equipment beyond the scope of the class may result in temporary confiscation
- Expect to use electronic media outside of the classroom to supplement your learning

#### Activities & Resources

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**Instructional Strategies:** Instructional methods will include reading, research, and written assignments; lectures; tests; and instructor feedback.

Where it adds value to the student experience, you will have the privilege to discuss various aspects of insurance, financial services and sales with professionals from the business community.

**Please!** Meet with me immediately if you have problems understanding the course material or instructions. We want you to be successful!

**Communication Tools:** Our communication tool is the **BLACKBOARD MANAGEMENT SYSTEM**. Use Blackboard (<http://blackboard.olivetcollege.edu>) for activity updates, assignments, reference materials and grade standing.

**Course Changes:** To better meet student needs, the professor reserves the right to make adjustments in this course.

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### Evaluation Procedures & Grading System

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The list below defines the activity points that determine your course grade:

Activity	Possible Points
Unit Outline 2@ 75 points	150
Mid-Term Exam	100
Project - Written	250
Project - Presentation	250
Peer Review	100
Final Comprehensive Exam	150
<b>TOTAL POSSIBLE POINTS</b>	<b>1000</b>

The table below describes the grading scale. Divide the points earned by the total possible points.

100-93 A	89-87 B+	82-80 B-	76-73 C	69-67 D+	62-60 D-
92-90 A-	86-83 B	79-77 C+	72-70 C-	66-63 D	59-0 F

Please note: To avoid reliance on extra credit, and to focus attention on course material and learning, extra credit points are not available.

**Active Class Participation:** To help prepare you for the realities of the business world, consider this class to be your model office and yourself to be a successful future professional who exhibits such behaviors as active engagement, a participative demeanor, enthusiasm to learn and adult communication skills – in summary, a positive associate in the business community. In-class participation develops team building, communication and practical application skills to your repertoire.

*Note:* When a guest speaker is scheduled, please plan to dress in business casual attire. Remember, the person leading the class could someday be someone with whom you will seek to forge a professional relationship.

**Missed Assignments or Exams:** The quality and timeliness of work that you do in this class impacts your grade in a manner that is similar to the compensation you will earn as a professional – this is your safe place to learn that missing work may result in less than satisfactory consequences.

You will submit many written assignments and possibly some chapter tests via Blackboard *on or before the due date, prior to class*. Assignments submitted after they are due will have a half grade deduction for each day the assignment is late.

**Academic Integrity:** Olivet College takes academic integrity seriously. Academic dishonesty includes giving, receiving or using unauthorized aid on any academic work. It is plagiarism if you copy the language or ideas of another and pass them off as your own work. It is plagiarism if you use the unacknowledged work of anyone, whether famous or personally known (including a friend, classmate or person who illicitly provides his or her work to others). All academic work contains an implicit pledge by the student that unauthorized aid has not been received. If you commit an act of academic dishonesty, you will fail the relevant assignment, may fail the course and will be reported for possible disciplinary action. As an employee of the college, I am required to report all violations to the Olivet College Dean and Proctor.

### Course Outline and Assignment List

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Assignments must be completed **prior** to class on the dates indicated below.

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	<b>Date</b>	<b>Due at Start of Class</b>	<b>Topics</b>
1	Tues, Aug 22		Course Introduction Syllabus Review
2	Fri, Aug 25	Unit 1	The Problem
3	Tues, Aug 29	Unit 2	Separate the People from the Problem
4	Fri, Sep 1	Unit 2	Separate the People from the Problem
5	Tues, Sep 5	Unit 2	Focus on Interests, Not Positions
6	Fri, Sep 8	Unit 2	Determine presentation teams <i>Focus on Interests, Not Positions</i>
7	Tues, Sep 12		<b>AON Meeting to discuss Project requirements</b>
8	Fri, Sep 15		Team Collaboration
9	Tues, Sep 19	Unit 2	Invent Options for Mutual Gain
10	Fri, Sep 22	Unit 2	Invent Options for Mutual Gain
11	Tues, Sep 26	Unit 2	Insist on Using Objective Criteria
12	Fri, Sep 29		Team Collaboration
13	Tues, Oct 2	Unit 2	Insist on Using Objective Criteria
14	Fri, Oct 6	<b>Mid-Term Exam</b>	<b>Unit 2 Outline DUE</b>
15	Tues, Oct 10	Unit 3	What if They Are More Powerful?
16	Fri, Oct 13	Unit 3	What if They Are More Powerful?

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17	Tues, Oct 17		Team Collaboration
	Fri, Oct 20	COLLEGE FALL BREAK NO CLASS	
18	Tues, Oct 24		Team Collaboration
19	Fri, Oct 27	Unit 3	What if They Won't Play?
20	Tues, Oct 31	Unit 3	What if They Won't Play?
21	Fri, Nov 3	Unit 3	What if They Use Dirty Tricks?
22	Tues, Nov 7	Unit 3	What if They Use Dirty Tricks?
23	Fri, Nov 10		Overview
24	Tues, Nov 14		Team Collaboration <b>UNIT 3 OUTLINE DUE</b>
25	Fri, Nov 17		Team Collaboration
26	Tues, Nov 21	Start at 10:00 a.m.	<b>PRESENTATIONS TO AON REPRESENTATIVES</b>
	Fri, Nov 24	THANKSGIVING BREAK	
27	Tues, Nov 28		Critique of Group Presentations
28	Fri, Dec 1		Exam Review – Complete Peer Review
<b>E</b>	<b><u>Tues, Dec 5</u></b>	<b>Final exam: 1:15 p.m. – 3:15 p.m.</b>	