

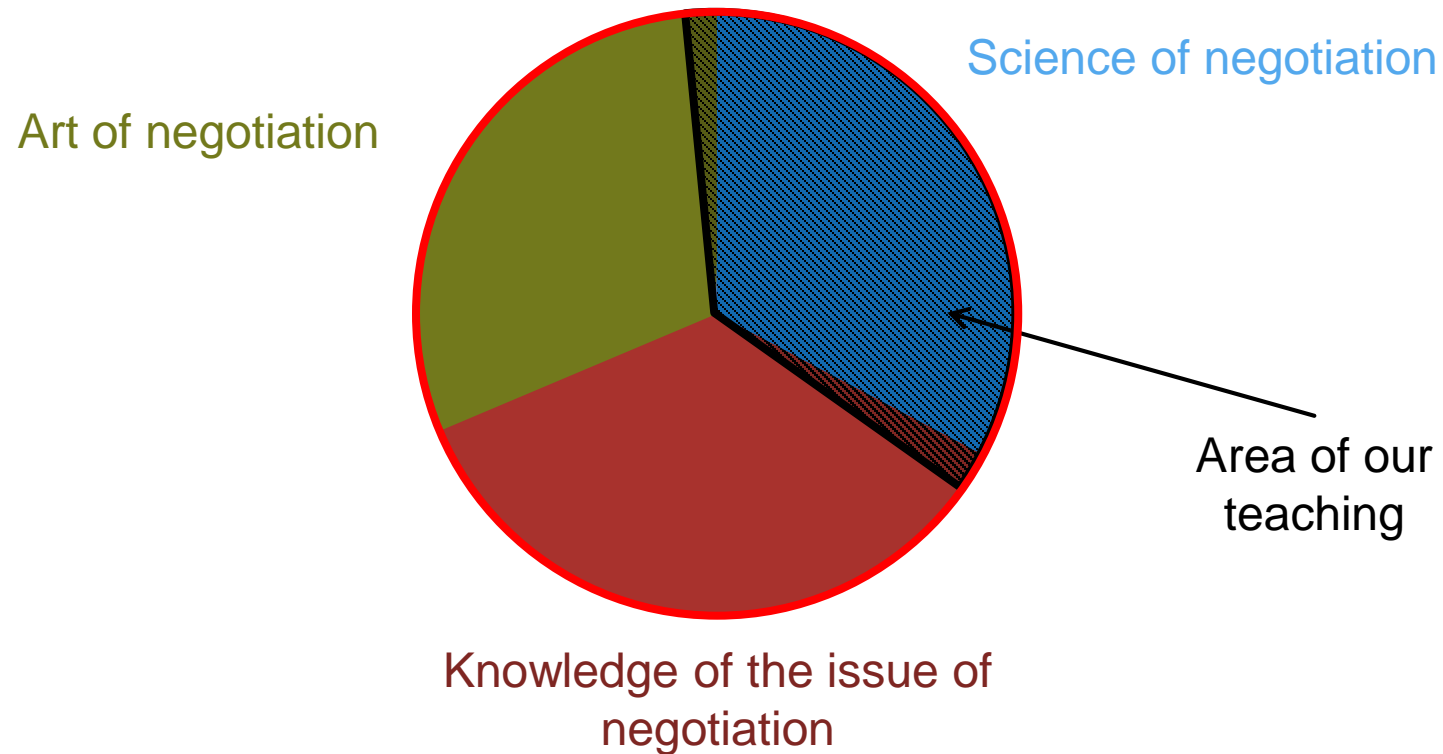


# 0. Course Overview – Organization

Introduction to Negotiation FS 17  
(Negotiation Engineering)

Prof. Dr. Michael Ambühl

# Field of Negotiation



## 0.1 Course objectives

What you should not expect:

- Individual negotiation training  
(soft skills, **although they are important**)
- Specialized topics in Operations Research, Game Theory, communication sciences, etc.
- And, of course, the substance of the issue of a negotiation

## What you can expect:

- Learn to understand and to identify different negotiation situations, analyze specific cases
- Concept based approach to negotiation problems
- Discuss respective negotiation approaches based on important negotiation methods (i.a. Game Theory, Harvard Method) and Negotiation Engineering
- Learn to analyze and puzzle (“tüfteln”) over specific problems (Brainteasers)

## 0.2 Course Content

### 0. Course overview – Organization

#### 1. Introductory Remarks

1.1 Definitions

1.2 Taxonomy

1.3 Rationality

1.4 Brief Excursion to Philosophical  
Concepts

#### 2. Important Negotiation Concepts

##### 2.1 Basic Concepts

2.1.1 Definitions

2.1.2 Distributive Negotiation

2.1.3 Integrative Negotiation

2.1.4 Conclusions

### 2.2 Harvard Method

2.2.1 Key Principle of the Harvard  
Method

2.2.2 The Four Main Propositions

2.2.3 Three Special Situations

2.2.4 Ten Questions People Ask  
About Harvard Method

2.2.5 Criticism

2.2.6 Conclusions

## 2.3 Game theory

### 2.3.1 Introduction

### 2.3.2 Individual decision-making (Game with $N=1$ )

### 2.3.3 Group of $N$ individual (Games with $N>1$ )

### 2.3.4 Summary on Game Theory

## 3. Negotiation engineering

### 3.1. Introduction to negotiation engineering

### 3.2. Case studies

#### 3.2.1. Negotiations with the EU

#### 3.2.2. Negotiations with EU- Member States

#### 3.2.3. Negotiations with the US

### 3.3. Conclusions

## 4. Conflict management

### 4.1. Generalities

### 4.2. Dealing with a conflict

### 4.3. Case studies

## 5. Negotiation process

### 5.1. Steps of the negotiation process

### 5.2. Preparation of the negotiation

### 5.3. Behavioral aspects

## 6. Summary, conclusions, and discussion

### 6.1. NECOM Recommendations

### 6.2. Benefits and limits of models

### 6.3 Summary of the past lectures

## Additional elements of the course:

- Current cases (*proposals*: Brexit; Pres. Trump's negotiation tactics;...)
- Brainteasers
- Homework
- One workshop
- Two guest speakers

## Guest Lecture

### **Ambassador Livia Leu**

Head of Bilateral Economic Relations

Delegate of the Federal Council for Trade Agreements

Former Swiss Ambassador in Iran

### **Iran – US**

Date: 10.05.2017

Time: 11:10 – 11:55

Venue: ETH NO C 60





## Guest Lecture

### **Rainer Hiltebrand**

Managing Director Lufthansa Flight Training  
and former COO SWISS

### **Negotiation between Employer and Employees**

Date: 17.05.2017

Time: 11:10 – 11:55

Venue: ETH NO C 60



## 0.3 Organization

- Date: Wednesday (22.02.17 – 31.05.17, no class on 19.04.17)
- Time: 10:15 – 11:55
- Place: NO C 60
- Slides, reading material and homework assignments will be available on moodle: (access with n-ethz account only)  
<https://moodle-app2.let.ethz.ch/course/view.php?id=2913>

## 0.4 Examination

The final grade for the course is based on the written exam, which will take place on:

- Date: 07.06.17  
(according to MTEC)
- Time: 13:15-14:45
- Place: ETH-HG E7 plus F7 (*tbc*)

- There will be
  - Multiple choice questions, for example such as
    - ☐yes ☐no The P5+1 are the US, Russia, Great Britain, China, India and Germany.
    - ☐yes ☐no In constant sum games, there is always exactly one Pareto optimal outcome.
  - Math questions (i.e. game theory)
    - They will be in the spirit of the homework
  - ‘Pure knowledge questions’, such as
    - Explain the concept “freeze-for-freeze” and make an example where this tactic has been applied.
  - ‘Reasoning / application questions’, such as
    - Read the following short article [...].  
Assess why the negotiations did not reach success. What could be the desirable properties/characteristics of a mediator-country in a similar situation?

## 0.5 Assistance

- Sibylle Zürcher ([szuercher@ethz.ch](mailto:szuercher@ethz.ch))

PhD in Physics; Post Doc

Interests / Research Topics:

Conflict management, mathematical modelling, migration;

lectures HS 2017:

363-1049-00L Contemporary Conflict Management



- Paola Danioire ([daniorep@student.ethz.ch](mailto:daniorep@student.ethz.ch))

B.Sc. Chemical Engineering; Master student MTEC  
Student Assistant

