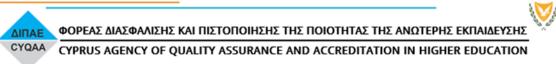
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Course title	Introduction to Negotiations
Course code	MGMT409
Course type	Theoretical, Compulsory Course
Level	Undergraduate
Year / Semester	Year <b>4</b> Semester <b>8</b>
Teacher's name	Konstantinou Marina
ECTS	6 Lectures / week 3 Laboratories / week
Course purpose and objectives	This course aims to provide an introduction to the key elements of negotiations, as well to develop analytical and communication skills that are necessary for successful business negotiations. It is also focuses on identification of optimal winwin solutions in negotiations and profitable deals
Learning outcomes	After the completion of the course students are expected to:  Be able to describe the actions taken on different stages of negotiation  Explain the importance of pre-negotiation and post-negotiation phases  List the roles and functions in negotiation teams  Be able to formulate and apply the instruments of negotiation strategy and tactics  Identify the zone of possible agreement (ZOPA) in negotiations  Explain the functions of the best alternative to a negotiated agreement (BATNA)  Be able to recognize and use BATNA in negotiations  Identify different negotiation scenarios  Describe negotiation styles in different cultures  Adjust negotiation tactics to cultural differences  Formulate objective and subjective trust-building factors and apply trust-building methods in negotiations  Formulate and apply psychological principles of successful negotiations
Prerequisites	MGMT212 Strategic Management   Required   None
Course content	<ul> <li>Introduction. What is negotiation? Definition, Negotiation vs other social interactions, Aspects of negotiation research and practice, Aspects of negotiation</li> <li>Preparing the negotiations: Goal-setting: identifying your goals, options and criteria of success, Identifying your BATNA (Best alternative to a negotiated agreement) and ZOPA (zone of possible agreement), Assessing the other side, red-teaming, Learning about</li> </ul>



	catalysts and barriers of successful collaboration, Designing a
	negotiation plan, Creating a negotiation team
	<ul> <li>In the room: the actual negotiation stage: 3 phases of actual</li> </ul>
	negotiations: initial phase, exploratory phase and finalization,
	Rational and emotional elements of trust, cultural and psychological
	differences of trusting people, Tactics for promoting a constructive
	negotiation climate, Positions and interests in negotiations, 4
	negotiation scenarios: win-win, win-lose, lose-win, lose-lose,
	Negotiation styles, Persuasion techniques, Instruments of
	negotiations, Reaching an agreement, types of agreements
	Negotiation strategies: Positional bargaining, Principled negotiations
	Mixed negotiating, 3-D Negotiation
	Special negotiation cases: International and cross-cultural
	negotiations Crisis negotiations
	The course content will be taught using:
	Power Point presentations
Teaching methodology	<ul> <li>Guided discussions with the active participation of students</li> </ul>
	Examples and case studies that relate to the content of the course
	Question and answer section
	Use of internet and related IT infrastructure
	Use of video projector and whiteboard
	Assignment
	Greek Bibliography
	• Ρούσσος, Νίκος(2004),Harvard Business Review : Για Διαπραγματεύσεις και Διευθέτηση Διενέξεων. Κλειδάριθμος, ISBN: 960-209-795-7
	English Bibliography
Bibliography	Thomas A. David B.(2018), Negotiations and Change: From the Workplace to Society. Ithaca: Cornell University Press, ISBN 9780801440076     EBSCOhost
	<ul> <li>Warter, Iulian(2019), Negotiation and Decision Making in Mergers and Acquisitions. Intercultural Due Diligence. New York: Nova, ISBN 9781536159189 EBSCOhost</li> </ul>
	<ul> <li>Nicholas H. Daphne H.(2012), E-Negotiations: Networking and Cross- Cultural Business Transactions. Farnham, Surrey, England: Routledge, ISBN 9781409401964 EBSCOhost</li> </ul>
	<ul> <li>Paul, Beason, Tom (2007), Business negotiation: A practical workbook.</li> <li>Gower, ISBN: 978-0-566-08072-2</li> </ul>
	Beasor, Tom.(2005), Great Negotiators: How the most successful business
	negotiators think and behave. Gower, ISBN: 0-566-08728-6
	<ul> <li>Fowler, Alan.(2004), Negotiating, persuading and influencing. Institute of Personnel and Development, ISBN: 0-85292-755-X</li> </ul>





• Assignment: 20%	Assessment	<ul> <li>Intermediate Written Examination: 30%</li> <li>Final Written Examination: 40%</li> </ul>
	Assessment	
• Assignment: 20%	Assessment	