



COURSE TECHNICAL SHEET

Course Data	
Course name	Negotiation Techniques
Code	E000008092
Degree	Business Administration
Giving in	Degree in Business Administration (E-2) [4th course] Degree in Business Administration and Degree in Law (E-3) [5th Course] Degree in Business Administration and Degree in International Relations (E-6) [5th Course] Degree in Business Administration (E-2) – Bilingual English [4th Course]
Level	European degree regulated
Quarter	Semester
Credits	6,0 ECTS
Character	Optional (Degree)
Departments / Area	Business Administration Department
Responsible	María Guadalupe Esteban Cerezo
Schedule	Consult for this purpose the schedules of the different groups in which it is taught.
Tutoring Time	By appointment via e-mail to the professor.
Description	<p>This subject emphasizes the importance of a form of systematic negotiation based on a series of principles, known as the Harvard Method. The subject of negotiation techniques.</p> <p>Needed to successfully face any negotiation. Through a methodology, eminently practical of the subject, the student will develop their abilities, skills and competences. The assimilation of the subject, from an experimental point of view, is faced with situations of negotiation through cases, exercises, videos, lectures and role plays. This way, students can obtain a competitive advantage to develop their negotiation capacity.</p>

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CLASS SPECIFIC DATA

Course contextualization

Contribution to the professional profile of the degree



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2022 - 2023

The contribution of the subject affects not only the professional profile but also the personal profile, since in our day to day we are continuously negotiating (family, friends, couple).

At the professional level from the most generic point of view, it is necessary to master the negotiation process since it is continuous for the relationship with collaborators and stakeholders (customers, suppliers, teams, shareholders).

To lead and manage professionally, as well as to persuade in your personal environment, the subject of negotiation techniques will help you to develop the necessary skills to successfully face any negotiation.

At a functional level, it is important for people in departments whose objective is to reach agreements and commitments with third parties. From commercial departments, purchasing, investment execution, management of legal demands to many other union negotiations by the HR departments.

The subject is transversal to any professional position with people in charge, who need to manage different interests and conflict situations.

Prerequisites

None.

The inclusion of the subject in the final years of the career when the student is already familiar with the different aspects of management and the different functional areas of the company, is a success and offers an opportunity to implement concepts and knowledge of other subjects. It is needed to be curious about different sectors of companies, to act assimilating the roles of cases.

The agenda will suffer the relevant adaptations according to the recipients to whom the subject is addressed to respond to the nature of the students, their knowledge and profile.



Competencies - Objectives

Competences

GENERAL

CG02	Problem solving and decision making	
	RA1	Is able to summarize and structure information using appropriate concepts
	RA2	Identifies and organizes temporarily the necessary tasks for the realization of its learning activities, complying with the established deadlines for the delivery of activities.
CG09	Interpersonal skills: listening, arguing and debating	
	RA1	Listen actively exercising effective verbal and non-verbal communication during case studies in class.
	RA2	Carry out a persuasive exchange of ideas in a negotiating process debating with criteria and agility.
CG12	Ethical commitment	
	RA1	Understand and value different cultural and ideological perspectives
	RA2	To be personally involved in the search for solutions that show a clear sensitivity to the human aspects of the issues and problems dealt with.
CG14	Ability to learn and work independently	
	RA1	Reads, understands, and critically synthesizes the reference bibliography
	RA2	Has the necessary skills for independent research

ESPECÍFICAS

CEOPT	To know and put into practice managerial skills in negotiation, leadership and management of people and teams to effectively carry out the management of organizations.	
	RA1	Apply professional negotiation techniques to planning and preparation, to the different phases and to the closing of a negotiation process.
	RA2	Design negotiation strategies and tactics according to the circumstances
	RA3	Closing negotiations by reaching agreements or bringing positions closer together



Thematic Block and Contents

Content – Thematic Blocks

PROCESS AND NEGOTIATION TECHNIQUES

Topic 1: Negotiation Process

This subject aims to introduce the student in the negotiation as a process to be handled with a series of elements and factors

The negotiation process as a process of creating value.

Structural elements of negotiation: People, problems and the process. The 7 elements inherent in any negotiation process:

- 1. Interests
 2. Options
 3. Alternatives and BATNA
 4. Legitimacy
 5. Communication
 6. Relationship
 7. Commitment

Topic 2. Negotiation Techniques

- Types of negotiators: the hard and soft negotiator, win-win
- Negotiating techniques: Before, during, after
- The importance of preparation

CONCEPTUAL FRAME - THE HARVARD NEGOTIATION METHOD.

The Harvard negotiation method or win-win method develops the art of negotiating without giving in. For this the basic principle is to be hard with the problem and soft with the person. To master this methodology the student needs to know the theoretical framework dominating the 4 basic principles of the method, which will practice through activities and practical cases.

Topic 1. Separate the People from the problem

Separate the People from the problem: Often, and especially in situations of prolonged or intense conflict, each party tends to identify the other person as "the problem", which dramatically worsens the relationship and the possibility of agreements. The negotiators are, first of all, people. If we forget this we can foil the search for a negotiated solution in advance

Topic 2. Focus on Interests, Not Positions

Interests define the real problem. The positions in conflict are like the tip of the iceberg



Underneath are the needs, intentions, desires and fears of each side. For each interest there are usually several options that could satisfy it. When we look beyond the opposing positions we can often find an alternative position that satisfies the interests of both parties. Behind opposing positions there are many more interests than are apparently in conflict. Many of them could be shared and compatible.

Topic 3. Invent Options for mutual Gain.

The ability **to search or invent advantageous options for both parties** is one of the most valuable tools a negotiator can possess. The main obstacles that inhibit the invention of abundant options are the following four:

- The premature judgment. Criticizing input options hinders the imagination.
- The best solution. When we are waiting to find "the best answer" we can close the way to different good possible answers.
- The presumption of a cake of fixed size, and therefore the need to divide it.
- Selfishness. It will be much easier to reach an agreement if it also meets the needs and interests of the other. The best solution is one that is good enough for both parties.

Topic 4. Insist on using objective criteria

Negotiations based on principles acceptable to both parties usually lead to judicious agreements, in a friendly and effective manner. These criteria can be legal, normative, professional, scientific, ethical or moral, economic (budgetary or availability), efficiency, reciprocity, and market. In some negotiations, it is convenient to make clear the objective principles from the start, as a framework that cannot be exceeded in any case.

The objective of this principle is to achieve:

Develop and integrate objective criteria or procedures for negotiation

- The formulation of principles
- Learn to make concessions
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Topic 5 . What if they use dirty tricks?

Not all negotiators want to reach a beneficial agreement for all parties, there are abusive, powerful negotiators, who do not want to follow the game of win-win negotiation and play dirty. In these cases we must also know how to act and how to manage this type of negotiations in the most favorable way for us.

DEVELOPMENT OF PERSONAL SKILLS AND ATTITUDES FOR NEGOTIATION

Topic 1. Skills to deal with people in negotiation

- Perception
- Emotions
- Conflict resolution



Topic 2 . Communication Skills

To know and manage the interests of the parties and develop the negotiation

- Communication: verbal / non verbal
- Active listening

Topic 3. Decision making and options creation Skills

In order to create win-win options, first create and then decide.

- Brainstorming
- Create options: Invent, judge and decide
- Problem solving

Topic 4 . Actitude at negotiating

- Give and receive
- Power
- Self-control
- Negotiation Ethics

TEACHING METHODOLOGY

Class General methodology

The methodology applied in this subject is based on the case method that consists of a team preparation phase for subsequent negotiation. The observers who have supervised the negotiation carry out a process of feedback to the participants. Afterwards, the teacher reviews the case and the results are shared in class along with all technical issues related to each negotiation case. After the review, the student finally does a reflection on what he/she has lived and possibilities of improvement in future cases. For these reason, the assistance of the student in the classroom is essential, since not only does he stop learning a particular aspect in each negotiation, but he can also harm his teammates. Thus at the end of the semester, the student is able to see his evolution and personal improvement. In parallel, the methodology and theoretical concepts developed at Harvard are introduced and a series of exercises are carried out to develop and assimilate the elements of the negotiation.

Face-to-face Methodology: Activities

AF8. Simulations, role play and group dynamics: Analysis and resolution of cases and real exercises in different business and personal environments.

From the individual reading of the case proposed by the teacher, the students synthesize the information and data that each one considers relevant for decision making and problem solving.

Later these data are put in common within the work team, trying to develop a strategy and approach to action against the opposing team. They should plan what topics should or should not be considered,



Be creative by generating ideas and proposals to be discussed and decide who and how will lead the negotiation.

During the preparation, the team must internalize and assume the role of the character, the company and situation in which the negotiation takes place, assessing their joint performance and the contribution of the different members of the team.

During the negotiation they have to handle situations of communication, perception and emotions and are subject to the supervision either of the teacher or of a team of observers, who will evaluate the development of the negotiation and will give feedback to the participants, both of their abilities and of their behavior (ethics) or not of how they have handled the case.

After the feedback of the observer and the review of the case, each student must carry out a self-critical analysis, identifying the aspects and points in which he needs to improve and which he could have done better and he collects it in his negotiation log, as well as the feedback received.

With these data you can prepare the final review about your actual learning of the course.

AF2. Expository and Participated Sessions: From the case and at the time of the review the teacher explains the basic notions, with the active and collaborative participation of the students, who discuss the dark points or nuances that are relevant for the correct understanding of content. It will include dynamic presentations and the regulated or spontaneous participation of students through various activities.

Illustrative videos, articles and expert talks are included to deepen any topic of the subject.

Non Face-to-face Methodology: Activities

B1. Study and documentation.

Individual study to understand, rework and retain the structural framework and the scientific content of the Harvard methodology of principled negotiation, to be examined from the theoretical point of view.

B2. Monographs of theoretical and practical nature.

At the end of the course each student individually must present a **final work** of the subject either linking theoretical and practical aspects, external articles, analysis of real external situations, etc. and contributing his personal reflection, with a critical spirit that goes beyond the mere collection of information from different sources.

STUDENT TIME TABLE

Face-to-face hours		
Exercises, case and problems resolutions	Simulations, role-plays, group dynamics.	Expository lessons
24.00	24.00	8.00
Non face-to-face Hours		



Exercises, case and problems resolutions	Individual and/or group study. Organized reading	Simulations, role-plays, group dynamics.	Individual and group investigation monographic work.	Simulations, role-plays, group dynamics.
38.00	14.00	20.00	25.00	25.00
CREDITS ECTS: 6,0 (178,00 hours)				

EVALUATION AND QUALIFICATION CRITERIA

Evaluation Activities	Evaluation Criteria	Weight
Final Exam	Individualized test that can be divided into different individual assessment tests. Comprehensive and relational capacity of concepts and practice.	50 %
Assistance and active participation in class. Presentation of negotiated cases.	Participation and rigor at class. Proactivity and excellence. Go further.	15 %
Practical case resolution and various other activities (analysis of videos, exhibitions, exercises, role dynamics, written reflections).	Evaluation of the acquired capacities	25 %
Final work	Clarity of presentation and bibliographic and stylistic rigor, as well as originality in the subject of the written work.	10 %

Qualifications

Ordinary Call Evaluation Requisites

For the global evaluation of the negotiation class it is necessary to approve each of the evaluable headings and have at least 4 out of 10 in the final individual exam.

If the student has had more than two non-justifiable absences or has failed the final exam, he / she will have to attend the extraordinary session.

Students with exemption from school: Exchange students

a. It will be entirely the responsibility of the student to benefit from this curricular adaptation,,



communicate your situation by mail to the corresponding teacher in the first month of the course.

b. Ordinary theoretical-practical exam with a value of 100%. To optimize the result of the exam, the student will find the relevant documentation in the space reserved in the Moodle platform.

2. Failing the ordinary call:

Students not passing the exam but passing the other evaluation requirements:

- Two parts exam: Application of theoretical knowledge (25%) and negotiation problem resolution (25%) = 50% (Average with other evaluation items 50%).

Students passing the exam but not the other evaluation requirements:

- Students must hand in work documents as requires by the Professor to compensate any evolution criteria, prior validation of the class Coordinator.

Students not passing the evaluation criteria and not passing or not presented to exam:

Individual monographic work (30%) and public defense in front of class and Professor (20%) = 50%

- Two parts exam: Application of theoretical knowledge (25%) and negotiation problem resolution (25%) = 50% (Average with other evaluation items 50%).
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BIBLIOGRAPHY

Main Bibliography

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Complementary Bibliography

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Getting Ready to Negotiate (The Getting to Yes Workbook), Roger Fisher & Danny Ertel, Penguin (1995) Books.

Shaping the Game: The New Leader's Guide to Effective Negotiating, Michael Watkins. (2006) Harvard Business Review Press

Give &Take. The Complete Guide to Negotiating Strategies and Tactics, Dr. Chester L. Karrass, (2016) HarperCollins.

Secrets of Power Negotiating. Updated for the 21st Century, Roger Dawson, (2010) Career press.



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