

# Syllabus

for course at advanced level

**Negotiations for Start-ups**

**Förhandlingsteknik för start-ups**

**7.5 Higher Education**

**Credits**

**7.5 ECTS credits**

|                          |   |
|--------------------------|---|
| <b>Course code:</b>      | FE6605  |
| <b>Valid from:</b>       | Autumn 2009   |
| <b>Date of approval:</b> | 2009-08-28  |
| <b>Department</b>        | Stockholm Business School   |
| <b>Main field:</b>       | Företagsekonomi   |
| <b>Specialisation:</b>   | AXX - Second cycle, in-depth level of the course cannot be classified |

## Decision

This syllabus was approved by the Graduate Studies Committee (Masterutbildningsnämnden, MUN) at Stockholm University School of Business 2009-08-28.

## Prerequisites and special admittance requirements

120 HE credits. Swedish upper secondary school course English B, or the equivalent, or one of the following tests. Cambridge CPE och CAE: Pass. IELTS : 6.0 (with no part of the test below 5.0). TOEFL (paper based): 550 (with minimum grade 4 on the written test part). TOEFL (computer based): 213. TOEFL (internet based): 79.

## Course structure

| Examination code | Name                       | Higher Education Credits |
|------------------|----------------------------|--------------------------|
| 6605             | Negotiations for Start-ups | 7.5                      |

## Course content

The course consists of the following course module:

- Negotiations for Start-ups 7,5 hp, provkod 6605

Negotiations and sales is here defined as the art and science of securing agreements between two or more interdependent parties. This course will (1) help students to understand the theory and processes of negotiations and sales in a variety of settings, (2) highlight the components of an effective negotiation, and (3) help students to analyze their own behavior in negotiations. After the course, the participants will have increased knowledge, skill, and confidence relating to negotiations and sales situations.

The classes will be based on lectures, literature, teaching cases and exercises. There will be guest lecturers and some multi-media elements.

Examples of topics covered in the course, as applied to negotiations and sales:

- Psychology of decision-making.
- Game theory and behavioural economics.
- Gender effects in negotiations and sales.
- How to avoid bargaining breakdown.

- Multiparty negotiations.

### **Learning outcomes**

After the course the participants will be able to

- understand the process of human decision-making
- discuss common psychological heuristics and biases
- explain negotiation frameworks e.g. BATNA & reservation price
- better prepare, plan, and act in negotiation and sales situations
- understand the dynamics of bilateral and multiparty negotiation
- identify usage of different negotiation strategies and approaches.

### **Education**

The course is delivered in the form of

- Lectures/seminars for overview of the main subject areas.

The content and schedule for all teaching and learning activities will be given when the course commences. The language of instruction for all teaching and learning activities is English. Instruction will be offered only if enough resources are available.

### **Forms of examination**

#### **a) Examination**

- Active participation (40% of total grade)

The pedagogy of the course is based on active learning and much of the knowledge is created through participation in the exercises and cases; for this reason individual participation will be noted and graded. 75% participation is required to pass the course.

- Literature exam (40% of total grade)

A literature exam will be held early to mid-course – the purpose of the timing is to make sure that all participants have read the literature and to ensure that their focus is on the exercises for the remainder of the course.

- Written assignments (20% of total grade)

Grades are given in accordance with a criterion-referenced scale. A, B, C, D, and E are Pass grades. Fx and F stand for Fail grades.

#### **b) Grading criteria**

Grading criteria are decided by the head of the course and stated in written information issued when the course commences.

#### **c) Course requirements**

Successful completion of the course requires

- attendance and active participation at seminars as indicated in information available on the course web page or issued when the course commences (course requirement)
- a minimum E grade in the final examination.

#### **d) Other**

Students having received the grade E or higher in the final examination are not allowed to retake the examination.

### **Interim**

In the event of major changes to the content or the required readings of the course, or suspension of the course altogether, students are entitled to an opportunity to retake the examination according to the present syllabus once each semester during the subsequent three semesters after the change has been effected.

### **Limitations**

The course can not be included as part of a degree in conjunction with other similar courses accomplished at

other universities in Sweden or abroad.

### **Misc**

The course is only offered within Stockholm School of Entrepreneurship (SSES).

### **Required reading**

- Bazerman & Moore (2009) Judgment in Managerial Decision Making, 7th Edition, Wiley, Chapters 1-6, 9-10
- Cialdini (2003) Influence: Science and Practice, 4th Edition,
- Burnham (2007) High-testosterone Men Reject Low Ultimatum Game Offers, Proceedings of the Royal Society B: Biological Sciences, vol. 274, pp. 2327-2330
- Eckel & Grossman (2001) Chivalry and Solidarity in Ultimatum Games, Economic Inquiry, vol. 39(2), pp. 171-188
- Kray (2007) Leading Through Negotiations: Harnessing the Power of Gender Stereotypes, California Management Review, 50(1), pp. 159-173
- Babcock & Loewenstein (1997) Explaining Bargaining Impasse: The Role of Self-Serving Biases, The Journal of Economic Perspectives, vol. 11(1), pp. 109-126
- Babcock, Wang & Loewenstein (1996) Choosing the Wrong Pond: Social Comparisons in Negotiations That Reflect a Self-Serving Bias, The Quarterly Journal of Economics, vol. CXI(1), pp. 1-19