

Syllabus

for course at advanced level

Negotiations for Start-ups

Förhandlingsteknik för start-ups

7.5 Higher Education

Credits

7.5 ECTS credits

Course code:	FE6605
Valid from:	Autumn 2016
Date of approval:	2009-08-28
Changed:	2016-03-07
Department	Stockholm Business School
Main field:	Företagsekonomi
Specialisation:	AXX - Second cycle, in-depth level of the course cannot be classified

Decision

This syllabus was approved by the Director of Commissioned Education at Stockholm University School of Business 2009-08-28, revised 2011-07-15, last revision 2016-03-07.

Prerequisites and special admittance requirements

120 ECTS credits. Swedish Upper Secondary School course English 6 or equivalent.

Course structure

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

Course content

Everyone negotiates. Whether it is the scientist seeking research grants, the designer looking for a freelance assignment, the engineer discussing her first salary, or a team of entrepreneurs trying to secure financing for their new venture, all of these situations call for skills in persuasion and negotiation. All firms rise and fall with their sales, and most students at SSES partner schools will at some time find themselves in a negotiations and sales role; either as entrepreneurs in their own firms, or employed at e.g. biotechnology companies, creative firms or consulting firms. In addition, holding a management positions in any type of organization is essentially about the identification and resolution of conflicts, and doctors will find themselves dealing with reluctant patients refusing treatment, which also requires an understanding of negotiation, mediation, and persuasion processes.

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

This is a 7.5 ECTS credit course. 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

Language of instruction is English.

Forms of examination

1. Active participation

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.

2. Literature exam

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.

3. Written assignments

Grading scale

Fail (F), Fail (Fx), Sufficient (E), Satisfactory (D), Good (C), Very good (B), Excellent (A)

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

Will be announced prior to the very start of the course.