



Negotiation and Persuasion

Instructor: Bernardo Melo Pimentel

Duration: 6 horas

Learning Objectives

Upon completion of this course, students should be able to:

A. Knowledge and Understanding

- Understanding economic agents as a bounded rational beings
- Understanding the potential for mutual gains brought by trade and exchange

B. Subject-Specific Skills

- Knowledge of the main negotiation strategies, constructs and tools
- Understanding negotiation games and game theory assumptions
- Understanding of cross-cultural differences in negotiation issues
- Self-assessment tools
- Critical thinking on the negotiation process

C. General Skills

- Critical thinking
- Communication skills
- Strategic skills
- Relational skills
- Application of concepts in practice

Teaching and Learning Methods

- Lecture sessions;
- Negotiation exercises;
- Simulations;
- Self-Assessments

Course Unit Content

1. Strategy in negotiation
 - Strategic commitments and optimal strategies
 - Valuation and exchange
 - Negotiation bundles/packages
 - Heuristics and most common biases
2. Communication and persuasion
 - Conflict management and de-escalation
 - Relational aspects of negotiation
 - Principles of persuasion
 - Arguments
3. Power dynamics in negotiation
 - Initial propositions and iterative convergence
 - One shot vs. repeated negotiations
 - Multiple party negotiation
 - Negotiation under asymmetric information
 - Cross cultural negotiation and agreement

Assessment

Module evaluation ponders student performance and participation in the course activities and exercises. Demonstrations of student development and progress in the duration of the module are also valued.

Instructors

BERNARDO MELO PIMENTEL

Bernardo Melo Pimentel is an invited assistant professor at ISEG and Nova SBE. He also serves as an external lecturer at Grande École Audencia Nantes. Bernardo holds a Ph.D. in Management from Nova SBE with B.Sc. and M.Sc. degrees from the same institution.

His research interests concern the dynamics of efficient resource deployment by entrepreneurial, multinational, and philanthropic organizations. At present, Bernardo teaches a variety of courses in management at undergraduate and graduate levels.

Bibliography

Lewicki, R.J., Barry, B., & Saunders, D.M. (2015). *Negotiation* (7th Ed.). New York: McGraw-Hill.