

Negotiation and Persuasion

Member of Faculty: Bernardo Melo Pimentel

Duration: 6 hours

Teaching/Learning Objectives

After studying this course, students should have:

A. Knowledge and Understanding

- An understanding of economic agents as bounded rational beings
- An understanding of the potential for mutual gains brought about by trade and exchange

B. Subject-Specific Skills

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

C. General Skills

- Critical thinking
- Communication skills
- Strategic skills
- Relational skills
- Experienced of the application of concepts in practice

Teaching Methods

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

Syllabus

1. Strategy in negotiation
 - Strategic commitments and optimal strategies
 - Valuation and exchange
 - Negotiation of bundles/packages
 - Heuristics and most common biases
2. Communication and persuasion
 - Conflict management and de-escalation
 - The relational aspects of negotiation
 - The principles of persuasion
 - Argumentation
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

Student performance and participation in the module's activities and exercises are assessed. The demonstration of students' development and progress over the duration of the module are also taken into account.

Short biography of the Member of Faculty

BERNARDO MELO PIMENTEL

Bernardo Melo Pimentel is a Visiting Assistant Professor at ISEG and at Nova SBE. He is also a Visiting Lecturer at the Grande École Audencia, Nantes. He has a PhD in Management from Nova SBE and both a Bachelors and Masters from the same university.

His research interests include the dynamics of the efficient deployment of resources by entrepreneurial, multinational, and philanthropic organisations. He currently lectures a variety of degrees in management at both undergraduate and graduate level.

Bibliography

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