



MODULE	Negotiations and Team Building
LECTURER	Prof. Paolo Augugliaro
LECTURE TITLE	Negotiation: Strategies and Techniques
OBJECTIVES	<p>The objectives of the course are:</p> <ol style="list-style-type: none">1. developing the knowledge of the main Negotiation Strategies and Technics2. developing the ability to set a negotiation and diagnosing the context (the importance of supplier, the power of the parties, the expected length of the relationship with the supplier, the objectives..)3. developing the knowledge of the personal negotiation aptitudes that are generally used with the counterpart4. developing the ability to lead a negotiation through the integration (win-win) model based on the Fisher ed Ury' theory5. developing the ability to recognize and neutralize the unfair tactics that the counterpart can use.
DESCRIPTION	<p>The aim of the course is developing negotiation skills. If on the one hand, the objective of the course is directed to give students the ability to choose the effective strategy to win (win-win, hard or compromise strategy) by the use of the BATNA (Best Alternative to Agreement Negotiation) and the Krajlic Matrix, is directed, on the other hand, to develop the skill to use practically those strategies. The possibility to act as negotiator in some negotiation exercises and to experiment directly the strategies learnt, is the distinctive issue of the course, making the lecture hall a sort of gym where to develop oneself. The course is completed by some hints on the unfair tactics generally used in the negotiation context.</p>
CLASS MATERIAL	<p>Slides (Presentation)</p> <p>Exercise (Group Role Play): "The inheritance division"</p> <p>Exercise (Group Role Play): "The Union Agreement"</p> <p>Exercise (Group Role Play): "The Prisoner's Dilemma"</p> <p>Exercise (Group Role Play): "The Tecnomax Case"</p>