

ITT Technical Institute  
**BU3110T**  
**Business Negotiation**  
**Onsite and Online Course**

**SYLLABUS**

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**Credit hours:** 4.5


**Contact/Instructional hours:** 54 (54 Theory Hours)

**Prerequisite(s) and/or Corequisite(s):**

Prerequisites: BU1110T Introduction to Business or equivalent or PM3110T Introduction to Project Management or equivalent, FN2640T Fundamentals of Finance or equivalent or FN3140T Accounting and Finance for Business or equivalent

**Course Description:**

This course examines topics in business negotiation, such as general contracts, labor agreements and sales contracts. Students will use standard scenarios to practice developing settlements that are fair for all parties involved in a negotiation



## COURSE SUMMARY

### COURSE DESCRIPTION

The course examines topics in business negotiation, such as general contracts, labor agreements and sales contracts. Students will use standard scenarios to practice developing settlements that are fair for all parties involved in a negotiation.

### MAJOR INSTRUCTIONAL AREAS

1. Principled negotiation tactics
2. Expansion and creative construction of settlement options
3. Methods to drive settlements in your favor
4. Recognizing when “no deal” is the best deal
5. Negotiating with difficult people
6. Settlements that are durable

### COURSE LEARNING OBJECTIVES

By the end of this course, you should be able to:

1. Establish goals for negotiations, identify parties, and understand the scope of expected results.
2. Distinguish between the states and stages of negotiation.
3. Utilize preparation to engage in meaningful negotiations.
4. Apply cross-cultural negotiation skills to secure a good outcome.
5. Differentiate between negotiating strategies, styles, and tactics.
6. Evaluate when it is better to walk away than negotiate.

## COURSE OUTLINE

### MODULE 1: FOUNDATIONS OF NEGOTIATION AND DISPUTE RESOLUTION

#### COURSE LEARNING OBJECTIVES COVERED

- Establish goals for negotiations, identify parties, and understand the scope of expected results.

#### TOPICS COVERED

- Negotiation and Dispute Resolution
- Negotiation Characteristics
- Ethics in Negotiation
- Bargaining Mix, Initial Offers, and Target and Resistance Points
- Approaches to Negotiating and Resolving Conflict

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> DeMarr, B.J., & de Janasz, S.C., Chapters 1 and 2.	No	4 hr.
<b>Lesson:</b> Study the lesson for this module.	No	1 hr.
<b>Discussion:</b> Participate in the discussion titled "What Is Negotiation?"	Yes	1 hr.
<b>Analysis:</b> Submit the analysis titled "An Amp on the Internet."	Yes	2.5 hr.
<b>Project:</b> Read and begin the project.	No	0.5 hr.

Total Out-Of-Class Activities: 9 Hours

## MODULE 2: NEGOTIATION PROCESSES

### COURSE LEARNING OBJECTIVES COVERED

- Distinguish between the states and stages of negotiation.

### TOPICS COVERED

- Distributive Negotiations
- Mixed-Motive Bargaining
- Hardball Tactics
- Integrative Negotiation Characteristics
- Conflict Resolution Strategies and Tactics

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> DeMarr, B.J., & de Janasz, S.C., Chapters 3, 4, and 5.	No	6.5 hr.
<b>Lesson:</b> Study the lesson for this module.	No	2.5 hr.
<b>Discussion:</b> Participate in the discussion titled "Distributive Negotiation."	Yes	N/A
<b>Quiz:</b> Prepare for Quiz 1.	No	2 hr.
<b>Analysis:</b> Submit the analysis titled "Setting the Negotiation."	Yes	2.5 hr.
<b>Quiz:</b> Take Quiz 1.	Yes	N/A
<b>Project:</b> Work on Project Part 1.	No	3 hr.

Total Out-Of-Class Activities: 16.5 Hours

### MODULE 3: INTERPERSONAL PROCESSES OF NEGOTIATION

#### COURSE LEARNING OBJECTIVES COVERED

- Utilize preparation to engage in meaningful negotiations.

#### TOPICS COVERED

- Locus of Control
- Communication Style and Barriers to Communication
- Virtual Communications in Negotiation
- Cognitive Dissonance
- Unethical Persuasion Tactics
- Negotiating with Acquaintances

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> DeMarr, B.J., & de Janasz, S.C., Chapters 6, 7, 8, and 9.	No	8 hr.
<b>Lesson:</b> Study the lesson for this module.	No	2.5 hr.
<b>Discussion:</b> Participate in the discussion titled "All in the Family: The Company in the Hands of a Second Generation."	Yes	N/A
<b>Analysis 1:</b> Submit the analysis titled "Your Negotiation Quotient."	Yes	3 hr.
<b>Analysis 2:</b> Submit the analysis titled "Applying the ACE Theory."	Yes	2 hr.
<b>Project:</b> Submit Project Part 1.	Yes	3 hr.

Total Out-Of-Class Activities: 18.5 Hours

## MODULE 4: GLOBAL NEGOTIATIONS

### COURSE LEARNING OBJECTIVES COVERED

- Apply cross-cultural negotiation skills to secure a good outcome.

### TOPICS COVERED

- Hofstede's Dimensions of Culture
- Preparing for International Negotiations
- Multiparty Negotiation
- Team-Based Negotiation
- Benefits and Challenges of Multiple Parties and Teams in Negotiations

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> DeMarr, B.J., & de Janasz, S.C., Chapters 10 and 11.	No	5 hr.
<b>Lesson:</b> Study the lesson for this module.	No	2.5 hr.
<b>Discussion:</b> Participate in the discussion titled "Ethical Dilemma—Are We on the Same Team?"	Yes	N/A
<b>Quiz:</b> Prepare for Quiz 2.	No	2 hr.
<b>Analysis 1:</b> Submit the analysis titled "Researching Cross-Cultural Differences and Values."	Yes	2.5 hr.
<b>Analysis 2:</b> Submit the analysis titled "The Power of Teamwork in Negotiation."	Yes	2 hr.
<b>Quiz:</b> Take Quiz 2.	Yes	N/A
<b>Project:</b> Work on Project Part 2.	No	3 hr.

Total Out-Of-Class Activities: 17 Hours

## MODULE 5: NEGOTIATION AND DISPUTE RESOLUTION APPLICATIONS

### COURSE LEARNING OBJECTIVES COVERED

- Differentiate between negotiating strategies, styles, and tactics.

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**TOPICS COVERED**

- The Art of Negotiations in Sales
- Purchasing a New Vehicle
- Purchasing a Used Vehicle
- Basics of Residential Real Estate
- Commercial Property: Leasing and Purchasing

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> DeMarr, B.J., & de Janasz, S.C., Chapters 12, 13, and 14.	No	7 hr.
<b>Lesson:</b> Study the lesson for this module.	No	2.5 hr.
<b>Quiz:</b> Prepare for Quiz 3.	No	2 hr.
<b>Analysis 1:</b> Submit the analysis titled "Co-Workers in Conflict."	Yes	2.5 hr.
<b>Analysis 2:</b> Submit the analysis titled "Going for a Ride."	Yes	2 hr.
<b>Quiz:</b> Take Quiz 3.	Yes	N/A
<b>Project:</b> Submit Project Part 2.	Yes	3 hr.

Total Out-Of-Class Activities: 19 Hours

## MODULE 6: NEGOTIATING YOUR FUTURE

### COURSE LEARNING OBJECTIVES COVERED

- Establish goals for negotiations, identify parties, and understand the scope of expected results.
- Distinguish between the states and stages of negotiation.
- Utilize preparation to engage in meaningful negotiations.
- Apply cross-cultural negotiation skills to secure a good outcome.
- Differentiate between negotiating strategies, styles, and tactics.
- Evaluate when it is better to walk away than negotiate.

### TOPICS COVERED

- The Ideal Work Situation
- Marketing Yourself
- Evaluating and Negotiating the Job Offer
- Negotiating Support for Career Moves
- Contracting with Yourself

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> DeMarr, B.J., & de Janasz, S.C., Chapter 15.	No	2.5 hr.
<b>Lesson:</b> Study the lesson for this module.	No	2 hr.
<b>Project:</b> Submit Project Part 3.	Yes	3 hr.
<b>Presentation:</b> Submit the presentation titled "Final Project Presentation."	Yes	3 hr.

Total Out-Of-Class Activities: 10.5 Hours



## EVALUATION AND GRADING

### EVALUATION CRITERIA

The graded assignments will be evaluated using the following weighted categories:

CATEGORY	WEIGHT
Discussion	15%
Analysis	30%
Quiz	15%
Presentation	10%
Project	30%
TOTAL	100%

### GRADE CONVERSION

The final grades will be calculated from the percentages earned in the course, as follows:

GRADE	PERCENTAGE
A (4.0)	90-100%
B+ (3.5)	85-89%
B (3.0)	80-84%
C+ (2.5)	75-79%
C (2.0)	70-74%
D+ (1.5)	65-69%
D (1.0)	60-64%

	)	
F	(0.0	<60%
	)	

## LEARNING MATERIALS AND REFERENCES

### REQUIRED RESOURCES

#### COMPLETE TEXTBOOK PACKAGE

DeMarr, B. J., & de Janasz, S. C. (2013). *Negotiation and dispute resolution (1st ed.)*. Upper Saddle River, NJ: Pearson Education, Inc.

### RECOMMENDED RESOURCES

- ITT Tech Virtual Library (accessed via Student Portal | <https://studentportal.itt-tech.edu>)
  - Basic Search>
    - Brueller, N. N., Carmeli, A., & Drori, I. (2014). *How do different types of mergers and acquisitions facilitate strategic agility? California Management Review, 56(3), 39-57. doi:10.1525/cm.2014.56.3.39*
    - Bülow, A., & Kumar, R. (2011). *Culture and negotiation. International negotiation, 16(3), 349-359. doi:10.1163/157180611X592905*
    - Finkle, M., & Freifeld, L. (2014). *Negotiate for better learning outcomes. Training, 51(1), 9.*
    - King, C. L. (2010). *Beyond Persuasion. Journal of business communication, 47(1), 69-78.*
    - Lax, D. A., & Sebenius, J. K. (2012). *Deal making 2.0: A guide to complex negotiations. Harvard Business Review, 90(11), 92-100.*
    - Newell, L. A. (2013). *Mickey goes to France: A case study of the Euro Disneyland negotiations. Cardozo Journal of Conflict Resolution, 15, 193.*
    - Zhu, X., & Gao, D. (2013). *Nothing succeeds like success. International Studies of Management & Organization, 43(4), 26-38. doi:10.2753/IMO0020-8825430402*

## INSTRUCTIONAL METHODS AND TEACHING STRATEGIES

The curriculum employs a variety of instructional methods that support the course objectives while fostering higher cognitive skills. These methods are designed to encourage and engage you in the learning process in order to maximize learning opportunities. The instructional methods include but are not limited to lectures, collaborative learning options, use of technology, and hands-on activities.

To implement the above-mentioned instructional methods, this course uses several teaching strategies, such as online lessons. Your progress will be regularly assessed through a variety of assessment tools including discussions, analysis, quizzes, project, and a presentation.

## OUT-OF-CLASS WORK

For purposes of defining an academic credit hour for Title IV funding purposes, ITT Technical Institute considers a quarter credit hour to be the equivalent of: (a) at least 10 clock hours of classroom activities and at least 20 clock hours of outside preparation; (b) at least 20 clock hours of laboratory activities; or (c) at least 30 clock hours of externship, practicum or clinical activities. ITT Technical Institute utilizes a “time-based option” for establishing out-of-class activities which would equate to two hours of out-of-class activities for every one hour of classroom time. The procedure for determining credit hours for Title IV funding purposes is to divide the total number of classroom, laboratory, externship, practicum and clinical hours by the conversion ratios specified above. A clock hour is 50 minutes.

A credit hour is an artificial measurement of the amount of learning that can occur in a program course based on a specified amount of time spent on class activities and student preparation during the program course. In conformity with commonly accepted practice in higher education, ITT Technical Institute has institutionally established and determined that credit hours awarded for coursework in this program course (including out-of-class assignments and learning activities described in the “Course Outline” section of this syllabus) are in accordance with the time-based option for awarding academic credit described in the immediately preceding paragraph.

**ACADEMIC INTEGRITY**

All students must comply with the policies that regulate all forms of academic dishonesty or academic misconduct. For more information on the academic honesty policies, refer to the Student Handbook and the School Catalog.

**INSTRUCTOR DETAILS**

Instructor Name	
Office Hours	
Contact Details	

*(End of Syllabus)*