COURSE DETAIL

BUSINESS NEGOTIATION
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 135
UCEAP Course Suffix
UCEAP Official Title BUSINESS NEGOTIATION
UCEAP Transcript Title BUSINESS NEGOTIATN
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description
This course presents negotiation skills, both as negotiation analysts and strategists. The course examines negotiation theory and complex business and negotiation cases. Topics covered include negotiating with hard bargainers, negotiating across borders, crafting deals with maximum value on a sustainable basis, multiple issues and agendas, and negotiations involving time frames. The course uses simulated negotiation exercises based on the Wharton Executive Negotiation Workshop and Harvard Business School and Law School. The exercises present conceptual frameworks or summarize relevant situations to help students organize their thoughts to create new insights. Texts: Roger Fisher, Bruce M. Patton, William L. Ury "GETTING TO YES: NEGOTIATING WITHOUT GIVING IN"; Richard Shell "BARGAINING FOR ADVANTAGE: NEGOTIATION STRATEGIES FOR REASONABLE PEOPLE" Assessment: Participation (20%), Quizzes (40%), Midterm project (20%), Final group project (20%)

Language(s) of Instruction
English

Host Institution Course Number
BIZ4189

Host Institution Course Title
BUSINESS NEGOTIATION

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed

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