

## 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 Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Business Administration

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