

Negotiation Strategy and Tactics  
Undergraduate level - 37:575:326:H6, Graduate level - 38:578:505:H6  
Summer, 2016  
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PLEASE BRING A LAPTOP OR A TABLET TO EVERY CLASS

**Required textbooks for all students:**

- Negotiation: Harvard Business Essentials Guide to Negotiation Michael Wheeler. Harvard Business School Press paperback: 208 pages, Harvard Business Press (July 1, 2003). ISBN-10: 1591391113 ISBN-13: 978-1591391111
- Influence: The Psychology of Persuasion Robert B. Cialdini. Harper Paperbacks; Revised edition (December 26, 2006). ISBN-10: 006124189X

**Required for graduate students, recommended for undergrads:**

- Getting to Yes: Negotiating Agreement Without Giving In Roger Fisher and William Ury. Penguin Books Paperback. ISBN-10: 0143118757

**Recommended for all students but not required:**

- Getting More: How You Can Negotiate to Succeed in Work and Life. 2012. Stuart Diamond. Three Rivers Press. ISBN-10: 0307716902

Negotiation is a social process that can be analyzed, understood, and modeled; it is a learnable and teachable skill set. Negotiators are made, not born, and skills can be improved and relearned throughout life. Improvements in negotiating behavior require a combination of intellectual training and behavioral skill development. Thus, the most effective approaches to teaching negotiations integrate both intellectual analysis and skill development. Each class meeting will be divided into two parts. The first part will focus on analysis relying mostly on lecture, and the second part will require students to participate in negotiation simulations and case analyses.

Class Preparation and Participation: This course will require students to come prepared to class. There are two forms of preparation: readings and assignments. Students are expected to attend every class, and to be prepared and ready to participate. The grading relies heavily on the assignments. Students must complete all readings and assignments on time.

Readings have been assigned to provide an understanding of activities just completed in class, or to set the stage for upcoming activities. A blend of readings have been selected that combine analysis with detailed examples and applications. Students will be responsible for completing the reading assignments.

Assignments are cases, exercises and role-plays that must be completed for class. It is essential that students attend each class and be prepared by reading the assigned case or briefing information and completing the required assignment or write-up.

**Grading:**

Assignments, preparations and role play debriefs	40%
Midterm exam	30%
Final exam	30%

Students are expected to be prepared for class, to attend every class, and to complete the required role-plays and debriefs. Most exercises will have a written preparation form and all exercises will have a debrief form to submit.

Office Hours: Students are strongly encouraged to take advantage of meeting to discuss any matters of concern or interest. I am available to meet in my office at the Labor Education Center on the Cook/Douglass Campus before the start of class by appointment.

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#### Class 1

##### Introduction to Negotiations

Review of syllabus, course expectations, background exchange

##### Assignment 1:

- Bargaining Style Assessment Tool
- Exercise: The Employee Exit Interview
- Read Harvard Business Essentials Guide to Negotiation, Introduction, Chapters 1, 2 and 3

#### Class 2

##### Distributive and Integrative Negotiations

Review and discussion: Harvard Business Essentials Guide to Negotiation, Introduction, Chapters 1, 2 and 3

Debrief: The Employee Exit Interview

##### Assignment 2:

- Exercise: Used Porsche
- Read The Psychology of Persuasion, Robert B. Cialdini, Chapters 1 & 2

#### Class 3

##### Weapons of Influence

Review and discussion: The Psychology of Persuasion, Robert B. Cialdini, Chapters 1 & 2

Debrief: Used Porsche

##### Assignment 3:

- Exercise: Shoe Repair
- Read Harvard Business Essentials Guide to Negotiation, Chapters 4 and 5

#### Class 4

##### Table Tactics

Review and discussion: Harvard Business Essentials Guide to Negotiation, Chapters 4 and 5

Debrief: Shoe Repair

##### Assignment 4:

- Exercise Pemberton's Dilemma
- Read Harvard Business Essentials Guide to Negotiation, Chapter 6 and 7

#### Class 5

##### Barriers, Problems, and Mental Errors in Reaching an Agreement

Review and discussion: Harvard Business Essentials Guide to Negotiation, Chapter 6 and 7

Review for midterm exam

Debrief: Pemberton's Dilemma

Assignment 5:

- Exercise: Hoop Dreams
- Study for midterm exam

Class 6

Midterm exam

Assignment 6:

- Read Harvard Business Essentials Guide to Negotiation, Chapter 8 and 9

Class 7

Debrief Hoop Dreams

Review and discussion: Harvard Business Essentials Guide to Negotiation, Chapter 8 and 9

Post-midterm exam review

Assignment 7:

- Exercise: BeautiLawn
- Read Harvard Business Essentials Guide to Negotiation, Chapter 10, The Psychology of Persuasion, Robert B. Cialdini, Chapter 3 (Commitment and Consistency) and Chapter 5 (Liking)

Class 8

Debrief BeautiLawn negotiation exercise

Lecture: Foundations of Effective Negotiation

Review and discussion: Harvard Business Essentials Guide to Negotiation, Chapter 10, The Psychology of Persuasion, Robert B. Cialdini, Chapter 3 (Commitment and Consistency) and Chapter 5 (Liking)

Assignment 8:

- Read "Three Approaches to Resolving Disputes: Interests, Rights and Power"
- Exercise: City of Tamarack and Twin City Mine Co.

Class 9

Debrief: City of Tamarack and Twin City Mine Co.

Review and discussion: Three Approaches to Resolving Disputes: Interests, Rights and Power

Assignment 9

- Exercise: "WROX Bob Esposito Negotiation"
- Read "Strategic Negotiations" Chapters 1,2 & 3

Class 10

Review and discussion: Strategic Negotiations

Multiparty Negotiations

Debrief: WROX Bob Esposito Negotiation

Prepare for final exam

Assignment 10:

- Study for final exam

Class 11

Final exam

*Revised 4/12/16*