Negotiation Strategy and Tactics
Summer, 2016
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PLEASE BRING A LAPTOP OR A TABLET TO EVERY CLASS

Required textbooks for all students:
  Harvard Business School Press paperback: 208 pages, Harvard Business Press (July 1, 

Required for graduate students, recommended for undergrads:
• Getting to Yes: Negotiating Agreement Without Giving In Roger Fisher and William Ury. 

Recommended for all students but not required:

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
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 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
Post-midterm exam review
Assignment 7:
- Exercise: BeautiLawn

Class 8
Debrief BeautiLawn negotiation exercise
Lecture: Foundations of Effective Negotiation
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*