

**ADE 406 CULTURE OF NEGOTIATION**

**Credits: 3**

**OVERVIEW**

Negotiation is a process for resolving conflict civilly. Negotiation is a dynamic communication process in which two or more parties attempt to resolve differences and parochial interests through dialogue in order to achieve a solution or a satisfactory agreement. It is commonly assumed that negotiations only take place between executives and that it is just a question of money, but the truth is that negotiation is something we all do every day in different aspects of our lives whenever conflicts of interest arise and we want to reach an agreement.

The ability to negotiate, and negotiate well, is fundamentally important in order to achieve better relationships in life and, therefore, more pleasant and strong positions. Therefore the art of negotiation is worth studying. Furthermore negotiation can be classified according to the people involved, the involvement of stakeholders, the issues to be negotiated, relative status of negotiators, human climate, the triggers, and the channel of communication and negotiation mode.

**OBJECTIVES**

- To prepare students to carry out a process of negotiation, use techniques to analyze problems, resolve conflict, and reach agreements.
- Define concepts and elements of conflict, and apply methods of conflict resolution.

**CONTENTS**

|   |   |   |               |
|---|---|---|---------------|
| <b>UNIT</b>   | 1 |   |               |
| Defines concepts, elements of conflict and apply conflict resolution methods  |   |   |               |
| <b>Knowledge</b>  |   | <b>Skills</b>   | <b>Values</b> |
| <b>Conflict</b><br>-Definition of conflict<br>-Positive and negative factors arising from conflict<br>-Rise of conflict<br>-Sources of conflict<br>-Elements of conflict<br>-Conflict situation<br>-Conflicting attitudes<br>-Conflicting Behaviors<br>-Alternative methods to resolve dispute<br>-Mediator<br>-Ethical standards of the mediator |   | Define concepts, elements of conflict, and apply conflict resolution methods. |               |
| <b>TASKS</b>  |   |   |               |

- The languages of negotiation, a words value, learn big, overcome barriers.
- Summarize and analyze what they have learned in this unit.
- Managing conflict.

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| <b>UNIT</b>  | 2  |  |  |
| Learn concepts and apply the negotiation process, generating options for mutual benefit.   |  |  |  |
| <b>Knowledge</b>   | <b>Skills</b>  |  | <b>Values</b>  |
| <b>Negotiation</b><br>-Definition<br>-Different ways to negotiate<br>-Principles of negotiation<br>-Separating people from the problem<br>- Appropriate perceptions<br>-Appropriate emotions<br>-Clear communication<br>-Focus on interests not positions<br>-Generate options for mutual benefit<br>-Negotiation according to the Harvard model<br>-Alternatives<br>-Interests<br>-Options<br>-Legitimacy<br>-Commitment<br>-Communication<br>-Relationship<br>-Stages of Negotiation<br>-Effective Negotiation<br>-Most common tactics | Identify cost reduction and continuously improve the processes according to performance indicators |  | Proceed with business ethics<br><br>Create a work environment in the context of respect and responsibility |
| <b>TASKS</b>   |  |  |  |
| <ul style="list-style-type: none"> <li>- Communication processes of communication and persuasion.</li> <li>- Define the concept of negotiation; summarize what you learned in this unit.</li> <li>- Rate the words, learn big, overcome barriers, strategic thinking, negotiation and entrepreneurship.</li> </ul>   |  |  |  |

### ASSESSMENT

Quizzes and assignments: 60%  
 Final exam: 40%

### REFERENCES

| AUTHOR                            | TITLE                                     | YEAR |
|-----------------------------------|---|------|
| Daniel Druckman & Ivan Ormachea   | Negociación de la Teoría a la Practica    | 2003 |
| Carlos Altschul & Marina Altschul | Construir Tratos                          | 2009 |
| Haim Mendelson Ph.D.              | Negociación                               | 2003 |
| Vicenc Fisas                      | Cultura de Paz y Gestión de Conflictos    | 2006 |
| Anibal Sierralta Rios             | Negociaciones Comerciales Internacionales | 2005 |