

## Subject Description Form

<b>Subject Code</b>	MM4191
<b>Subject Title</b>	Business Negotiation
<b>Credit Value</b>	3
<b>Level</b>	4
<b>Normal Duration</b>	1-semester
<b>Pre-requisite / Co-requisite/ Exclusion</b>	<b>Pre-requisite:</b> Management and Organisation (MM2021) or equivalent
<b>Role and Purposes</b>	This subject contributes to the achievement of the Seven (7) of the degree program's fourteen (14) BBA (Hons) Outcomes. This subject addresses the issue of negotiation, which is ubiquitous in today's business and daily life alike. This subject helps students to understand negotiation process and negotiator's behavior in a systematic way. It also further develops students' communication skills, both verbally and in written, to better prepare them for the impending challenges that they will face at work.
<b>Subject Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. Communicate the context and dynamics of negotiation and its process effectively both verbally (<b>BBA Outcome 1</b>) and in written.</li> <li>b. Understand negotiation and negotiators embedded in larger cultural context (<b>BBA Outcome 2</b>).</li> <li>c. Appreciate the nuances of the ethical decisions facing negotiators (<b>BBA Outcome 4</b>).</li> <li>d. Use conceptual frameworks and scientific evidence from behavioral science, economics, quantitative methods, and other relevant disciplines to understand, explain, analyze, evaluate, and predict behavior in competitive situations and its impact.</li> <li>e. Understand your own, your teammates', and your classmates' negotiation skills and potential in a comprehensive and balanced manner and develop a toolkit of useful negotiation skills, strategies, and approaches based on own strengths and weaknesses (<b>BBA Outcomes 9</b>).</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b>Negotiation Process and Principles</b></p> <p>Bargaining and negotiation; ethics; distributive negotiation; integrative negotiation; BATNA (Best Alternative to a Negotiated Agreement); trust; power; persuasion; coalition; teams.</p> <p><b>Business Negotiation in Practice</b></p> <p>Negotiation in various business situations; effective skills in business negotiation; negotiation between managers and employees; cross-cultural negotiation.</p> <p><b>Conflict Management</b></p> <p>Task conflict; relationship conflict; conflict resolution; and conflict management styles.</p>
<b>Teaching/Learning Methodology</b>	In addition to lectures, students will learn and improve their concepts and skills of negotiation and conflict management with various teaching modes including videos, exercises, cases, role plays, simulations, auctions, real-world negotiation experiences, and other experiential exercises. Synthesis and application of knowledge are assessed by means of performance in simulations, essays and examination.

<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b	c	d	e
	<b>Continuous Assessment</b>	<b>100%</b>					
	1. In-class participation	35%	✓	✓	✓	✓	✓
	2. Individual Assignment	35%	✓	✓	✓	✓	✓
	3. Final Paper	30%	✓	✓	✓	✓	✓
Total	100 %						
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b> the various methods are designed to ensure that all students taking this subject learn sufficiently to accomplish these learning outcomes and become better qualified for the real world. Specifically,</p> <p>The in-class participation will address all of the outcomes through a series of experiential exercises, discussions, and analysis of videos and cases. The extent to which students engage in negotiation exercises and discussions will be evaluated. The individual assignments will require students to analyze one negotiation simulation and one negotiation experience by writing short essays. The final paper is individual-based and theory-driven. It will evaluate students' logical thinking, analysis framework, and the application of negotiation theories and practices.</p>							
<b>Student Study Effort Required</b>	Class contact:						
	▪ Lectures and in-class work		39 Hrs.				
	Other student study effort:						
	▪ Self study		84 Hrs.				
	Total student study effort		123 Hrs.				
<b>Reading List and References</b>	<b>Required Textbook</b>						
	Thompson, L. (2012). <i>The mind and heart of the negotiator</i> (5 <sup>th</sup> ed). Upper Saddle River, NJ: Prentice Hall.						
<b>Strongly Recommended</b>							
Thompson, Leigh L. (2007) <i>The truth about negotiations</i> (1st edition) Upper Saddle River, New Jersey: Pearson Education							
*Fisher, R., Ury, W. L., & Patton, B. (1991). <i>Getting to yes: Negotiating agreement without giving in</i> (2nd edition). New York: Penguin Books.							