



# ME2827 Negotiations for Start-ups 7.5 credits

## Förhandlingsteknik för start-ups

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

## Establishment

Course syllabus for ME2827 valid from Spring 2014

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

Students must have a minimum of 120 university points.

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

Negotiations and sales is here defined as the art and science of securing agreements between two or more interdependent parties. This course will (1) help students to understand the theory and processes of negotiations and sales in a variety of settings, (2) highlight the components of an effective negotiation, and (3) help students to analyze their own behavior in negotiations. After the course, the participants will have increased knowledge, skill, and confidence relating to negotiations and sales situations.

## Course contents

After the course the participants will be able to:

- Understand the process of human decision-making
- Discuss common psychological heuristics and biases
- Explain negotiation frameworks e.g. BATNA & reservation price
- Better prepare, plan, and act in negotiation and sales situations
- Understand the dynamics of bilateral and multiparty negotiation
- Identify usage of different negotiation strategies and approaches

## Disposition

This is a 7.5 ECTS credit course. The classes will be based on lectures, literature, teaching cases and exercises. There will be guest lecturers and some multi-media elements. Examples of topics covered in the course, as applied to negotiations and sales:

- Psychology of decision-making
- Game theory and behavioural economics
- Gender effects in negotiations and sales
- How to avoid bargaining breakdown
- Multiparty negotiations

## Course literature

Information om kurslitteratur kommer att delges anmälda studenter innan kursstart.

Will be announced in connection to the start of the course and communicated to enrolled participants.

## Examination

- PRO1 - Project, 7.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

### **1. Active participation (20% of total grade)**

The pedagogy of the course is based on active learning and much of the knowledge is created through participation in the exercises and cases; for this reason individual participation will be noted and graded. 75% participation is required to pass the course.

### **2. Literature exam (40% of total grade)**

A literature exam will be held early to mid-course – the purpose of the timing is to make sure that all participants have read the literature and to ensure that their focus is on the exercises for the remainder of the course.

### **3. Written assignments (40% of total grade)**

Grading scale:

Fail (F), Fail (Fx), Sufficient (E), Satisfactory (D), Good (C), Very good (B), Excellent (A)

## **Ethical approach**

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.