



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 2015

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

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

Course contents

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

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:

Course literature

Information om kurslitteratur kommer att meddelas inför kursstart.

Will be announced at the start of the course.

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.

Active participation

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.

Literature exam

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.

Written assignments

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.