

Course Outline

Course number	RBC505				
Course title	Political Negotiation Strategies and Tactics				
Credit points	3 ECTS (2 LV CP)				
Total hours	80				
Lecture hours	14				
Seminar and other hours	18				
Course level	Bachelor				
Prerequisites	None				
Category	Mandatory	X	Restricted elective		Free elective

COURSE RESPONSIBLE

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Marika Laizāne-Jurkāne	Dr.sc.pol.	Visiting Docent

COURSE TEACHERS

<i>Name</i>	<i>Academic degree</i>	<i>Academic position</i>
Marika Laizāne-Jurkāne	Dr.sc.pol.	Visiting Docent

COURSE ABSTRACT

The aim of the course is to introduce students with the core theories, concepts and approaches to negotiation strategies and tactics. The course is aimed at developing analytical and communication skills that are necessary for achieving results during negotiations. The study course is divided into two parts: theoretical approaches and concepts and simulations of the multilateral negotiations. The course will focus on theory and practice of the negotiations; students will be engaged in negotiation simulations, trainings, group discussions and creative tasks. Topics include basic negotiation strategies and tactics, argumentation, negotiation styles, cross-cultural negotiations, negotiating in teams. Students will also learn about the impact of power, perception, argumentation on negotiations. Students will acquire knowledge and skills of a systematic negotiation strategy and the ability to apply it across a wide range of transactions. The course is aimed at developing analytical and communication skills for negotiations in preparation, negotiating and post-negotiations phases.

COURSE OBJECTIVES

This course has the following main objectives:

Knowledge:

1. Students understand nature, concepts and principles of bilateral and multilateral negotiations on a national and international level.
2. Students acquire knowledge about conflict management and negotiation methods in dealing with conflicts among negotiation parties.
3. Students understand and identify different negotiation stages and phases, scenarios and instruments.

4. Students acquire more specific knowledge about articulation and formulation of interests of negotiation' parties.
5. Students develop the tactics, styles and instruments for bilateral and multilateral negotiations.
6. Students expand knowledge about planning and implementing negotiation strategy.

Skills:

7. Students have improved skills in carrying out analysis of bilateral and multilateral negotiations.
8. Students have improved communication and persuasion skills.
9. Students have improved skills of analytical approach to bilateral and multilateral negotiations.
10. Students have improved skills to represent and defend their interests in the negotiations.
11. Students will improve analytical and critical thinking skills.

Competencies:

12. Students are able to assess the negotiation strategies and tactics in national and international environment and analyse results of negotiations.
13. Students can analyse and explain the core theories, concepts and approaches of the negotiation theories, explain the range of choices in regard to the negotiation strategies and tactics.
14. Students are able to demonstrate a thorough understanding of core theories and practice of bilateral and international negotiations, analyse the structure of negotiations, develop their own negotiation approach.
15. Students can explain the most important negotiation strategies and tactics, analyse behaviour and motivation of negotiation parties.
16. Students can diagnose a conflict situation in terms of the positions and underlying interests at stake and develop appropriate plans for different negotiation scenarios.
17. Students can apply an understanding of the role of principals, agents, constituents, third parties, and audiences in negotiations.

GRADING CRITERIA

Criteria	Weighting
Exam (multilateral negotiation)	45%
Negotiation simulations/Trainings	45%
Preparation for negotiation simulations	10%

COURSE PLAN – MAIN SUBJECTS

No.	Subject	Planned hours
1	Negotiation strategies: core concepts, approaches and principles	4
2	Conflict management and negotiation methods in dealing with conflicts among negotiation parties	4
3	Components of the negotiation strategies: interests, positions, goals, environment, resources, tactics and styles	4
4	Negotiation planning: articulation and formulation of interests of negotiation' parties, negotiation stages	4
5	Communication, persuasion and argumentation within negotiation process	4
6	Integrative negotiations: win-win tactics, styles, tools and teams	2

7	Distributive negotiations: crisis situations, styles, tools, conflicting and fight-back tactics, teams	6
8	Strategy of attitudes: power, timing and audiences	4

COURSE PLAN – SESSIONS

Session (contact hours)	Subject	Lecture/seminar
1-4	Introduction & overview Core concepts and approaches of the negotiation strategies Negotiation principles	Lecture
5-8	Negotiation methods in dealing with conflicts: core approaches	Lecture Negotiation simulation
9-12	Components of the negotiation strategy. Negotiation strategies: tactics Agenda setting	Lecture Negotiation simulation
13-16	Negotiation planning: articulation and formulation of interests of negotiation' parties, negotiation stages	Negotiation simulation
17-18	Communication, persuasion and argumentation within negotiation process	Lecture
19-20	Developing communication and persuasion plan for negotiations	Negotiation simulation
21-22	Integrative negotiations: win-win tactics, styles, tools and teams	Negotiation simulation
23-24	Distributive negotiations: crisis situations, styles, tools, conflicting and fight-back tactics, teams	Lecture
25-28	Developing distributive negotiation strategy	Negotiation simulation
29-30	Negotiation strategy "Think out of the Box" Strategies of political marketing within the negotiation process and integrative negotiation	Lecture
31-32	Planning of tactics for strategy of attitudes: power, timing and audiences	Negotiation simulation

COURSE OUTCOMES

By completing the study course and successfully passing examination, the student will be able to:

Study results	Evaluation criteria		
	(40-69%)	(70-89%)	(90-100%)
Knowledge	The student has acquired only basic knowledge of the course subject. The	Overall, the student's knowledge complies with the expectations. However, there are	The student has demonstrated an in-depth knowledge and understanding of the

	student lacks understanding of some of the core issues of the course subject.	issues that the student does not fully understand.	issues related to the course subject.
Skills	The student has a basic level of necessary skills.	The student has a good level of necessary skills.	the student has an excellent level of necessary skills.
Competences	The student can apply the knowledge acquired during the course only at a basic level.	The student can apply the knowledge acquired at a reasonably good level.	The student is able to apply the acquired knowledge independently and correctly.

Grading criteria	Learning outcomes																	
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	13.	14.	15.	16.	17.	
Negotiation simulations	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Preparation for negotiation simulations	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Exam	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

COURSE LITERATURE

No.	Author, title, publisher
1.	Brandon J. <i>Secrets of Power Negotiating, 15th Anniversary Edition: Inside Secrets from a Master Negotiator</i> . The Carerr Press, 2011
2.	Donaldson M.C. <i>Negotiating</i> . 2nd edition. Indiana: Willey Publ. Inc, 2007
3.	Van Eemeren F.H., Grootendorst R., Snoeck Henkemans F. (eds.). <i>Fundamentals of Argumentation Theory</i> . New Jersey: Mahvah, 1996
4.	Esser F., Pfetsch B. (eds.). <i>Comparing Political Communication: Theories, Cases and Challenges</i> . Cambridge: Cambridge University Press, 2004
5.	Lewicki, R. J., Barry, B., Saunders, D. M. <i>Essentials of Negotiation</i> , 6 th edition. McGraw-Hill/Irwin, Boston, 2006
6.	Kolb, D. M. & Williams, J. <i>Everyday Negotiation: Navigating the Hidden Agendas in Bargaining</i> , Jossey-Bass, San Francisco, 2003
7.	Raiffa H. <i>Negotiation Analysis</i> . Cambridge, Massachusetts, London: Belknap Press of Harvard University Press, 2002
8.	Thompson, L. <i>The Mind and Heart of the Negotiator</i> , 3 rd ed. Prentice Hall, Upper Saddle River NJ, 2005

ADDITIONAL LITERATURE

No.	<i>Author, title, publisher</i>
1	Cherney A. <i>Strategic Marketing Management</i> . Brightstar Media, Inc., 2009
2	Bernays E. <i>Propaganda</i> . Brooklin: Ing Publishin, 2005
3	Johnson W.D. (ed.) <i>Routledge Handbook of Political Management</i> . New York: Routledge, 2009
4	Huckfeldt R., Johnson P.E., Sprague J. <i>Political disagreement. The Survival of Diverse Opinions within Communication Networks</i> . Cambridge: Cambridge University Press, 2004
5	Lees-Marshment J. <i>Political Marketing: Principles and Applications</i> . Oxon: Routledge, 2009
6	Borg J. <i>Persuasion. The art of influencing people</i> . Pearson Education, 2010
7	Rummelt R. <i>Good Strategy. Bad Strategy</i> . Profile Books: 2011