

Summer School Lisbon Syllabus

Subject:

Corporate Negotiation and Influence

Lecturers:

Prof. Pedro Falcão

PhD in Management (Negotiation), ISCTE-IUL

MBA Harvard University

Specialization area: Negotiation

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Course Structure:

Course Title: Corporate Negotiation and Influence
Department: Management
Target: Undergraduate Level

Pre-requisites: None
Objectives: The main purpose of this course is to enable students to better understand and use negotiation and influence to achieve goals in corporate contexts. At the end of the course , the participants will manage the concepts and basic elements of negotiation and influence in intra-organizational and inter-organizational contexts; identify and know how to manage the negotiation steps in a win-win perspective To acknowledge and explore corporate cooperation opportunities; and to identify and use negotiation and influence tactics.
Programme: <ol style="list-style-type: none">1. Negotiation and influence: main concepts and elements;2. Strategic Approaches to Negotiation3. Negotiation main win-win steps4. Negotiation and influence impacts on corporate strategy5. Co-opetition and corporate cooperation opportunities6. Negotiation and Influence tactics

Assessment:

- ☐ Group project: 50%.
- ☐ Exam: 40%.
- ☐ Class participation and attendance: 10%

Teaching Method:

This programme will be based on very participative classes in order to infuse reality into the classroom experience and give students practice in sharing their own views.

Reading:

- Slides from classes
- Papers and articles (supplied before the classes)

References:

- Brandenburger, A., Nalebuff, B (2009). Right Game: Use Game Theory to Shape Strategy. Harvard Business Press.
- Thompson, L. (2014). *The Mind and Heart of the Negotiator*, Global Edition. Pearson