

Summer School Lisbon Syllabus

Subject:

CORPORATE NEGOTIATION AND INFLUENCE

Lecturers:

Pedro Falcão

PhD in Management (Negotiation), ISCTE-IUL

MBA Harvard University

Specialization area: Negotiation.

Course Structure:

Course Title: CORPORATE NEGOTIATION AND INFLUENCE
Department: Marketing, Operations and General Management
Target: Bachelor students

Pre-requisites: None
Objectives: <p>The main purpose of this course is to enable students to better understand and use negotiation and influence to achieve goals in corporate contexts.</p> <p>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.</p>
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: <ul style="list-style-type: none">• Group project – 50%• Exam – 40%• Class participation and attendance –10%
Teaching Method: <p>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.</p>
Reading: <ul style="list-style-type: none">• Slides from classes• Papers and articles (supplied before the classes)
References: <ul style="list-style-type: none">• 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