

# BADM-2240: NEGOTIATIONS

## Cuyahoga Community College

**Viewing: BADM-2240 : Negotiations**

**Board of Trustees:**

May 2025

**Academic Term:**

Fall 2025

**Subject Code**

BADM - Business Administration

**Course Number:**

2240

**Title:**

Negotiations

**Catalog Description:**

Negotiations is the study of the principles, techniques, and skills needed in successful negotiations. The course focuses on interpersonal negotiations and negotiations between buyers and sellers; including managing cultural complexities.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

**Lab Hour(s):**

0

**Other Hour(s):**

0

### Requisites

**Prerequisite and Corequisite**

BADM-1020 Introduction to Business, or BADM-2162 Introduction to Supply Management or department approval.

### Outcomes

**Course Outcome(s):**

Apply advanced skills and techniques.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. Find solutions to the problem presented.
2. Explain how aspiration level affects the outcome of negotiations.
3. List at least 5 types of power and their use.
4. Describe methods for overcoming the deadlock.
5. Explain how to organize a negotiating team.
6. Demonstrate a knowledge of timing in negotiations.
7. Demonstrate how to go about gathering knowledge for planning the negotiations.
8. Cite five negotiating methods.
9. Perform the planning needed to begin the negotiations.
10. Show how win/lose situations can be converted to win/win situations.

11. Design a strategy and the tactics to carry out the negotiations.
12. Identify the problems that exist on both sides of the negotiations.

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**Course Outcome(s):**

Perform interpersonal negotiations.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. Describe several styles of negotiations.
2. Make an accurate analysis of your personal style.
3. Cite three tactics for use in interpersonal negotiations.
4. Demonstrate the steps to a win/win interpersonal negotiation.
5. Demonstrate ability to carry out the complete negotiating process.

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**Course Outcome(s):**

Perform buyer-seller negotiations.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. State when to negotiate.
2. State when to bid instead of negotiate.
3. Demonstrate ability to use bidding in an ethical way in negotiations.
4. Explain the structure of a buyer-seller negotiation.
5. Make a cost analysis for two firms.
6. Identify the quality considerations during negotiations.
7. Identify service considerations that should be addressed.
8. Identify the relevant terms and conditions to be included in an agreement.
9. Perform a complete negotiation.

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**Course Outcome(s):**

Identify the elements that compound international negotiations.

**Essential Learning Outcome Mapping:**

Cultural Sensitivity: Demonstrate sensitivity to the beliefs, views, values, and practices of cultures within and beyond the United States.

**Objective(s):**

1. Recognize the visible and invisible components of culture.
2. Identify financial, legal, and political issues that affect international negotiations.

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**Methods of Evaluation:**

1. Examinations
2. Term projects
3. Mock Negotiation Planning
4. Mock Negotiation Exercise

5. Research Paper
6. Discussion Boards

**Course Content Outline:**

1. The basic principles and techniques of negotiations
  - a. Negotiations defined
  - b. Incorrect assumptions about negotiations
  - c. Benefits of negotiations
  - d. American's fear to negotiate
  - e. What can and/or should be negotiated for
  - f. What makes a good negotiator
  - g. Site location and arrangements
  - h. Steps in the negotiating process
    - i. Opening the session
    - j. Closing the session
2. Advanced skills and techniques
  - a. How to plan for negotiations
  - b. Converting win/lose situations to win/win situations
  - c. Strategy and tactics
  - d. The use of questions
  - e. Problem identification
  - f. Creative problem solving
  - g. Levels of aspiration
  - h. Types and use of power
  - i. Deadlocks and measures
  - j. How to organize your team
  - k. Timing
  - l. Information gathering
  - m. The methods to use
3. Interpersonal negotiations
  - a. Theories
    - i. negotiating styles
    - ii. your style
    - iii. tools to use
    - iv. tactics
    - v. steps to a win-win
    - vi. negotiating cripplers and what to do
    - vii. sending your message: non-verbal
  - b. Application of theory: role play
4. Buyer-seller negotiations
  - a. Theory
    - i. when to negotiate
    - ii. when to bid
    - iii. the ethical way to use bidding in negotiations
    - iv. sellers pricing strategy
    - v. structure or components of buyer/seller negotiation
    - vi. price-cost analysis
    - vii. quality considerations
    - viii. service considerations
    - ix. terms and conditions
    - x. sales techniques to watch out for
  - b. Application of theory: role play
5. Cultural Considerations
  - a. Influence on negotiation process
  - b. Elements that compound international negotiations
    - i. Recognition of visible and invisible components of culture
    - ii. Financial, legal, and political issues

## Resources

Lewicki, Barry, and Saunders. *Essentials of Negotiation*. 7th ed. New York: McGraw-Hill, 2024.

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Craver, Charles B. *The Art of Negotiation in the Business World*. 2nd ed. Carolina Academic Press, 2020.

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Rockman, Langfred, and Cronin. *Negotiation: Moving from Conflict to Agreement*. Sage, 2020.

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Iannarino, Anthony. *The Lost Art of Closing*. New York: Portfolio/Penguin, 2017.

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