XINE260 Negotiation: How to Get (more of) What You Want
Taught by Maggie Neale
Sample Course Syllabus

Course Description
Negotiation is the science of securing agreements between two or more interdependent parties. The purpose of this course is to understand how to be more effective in negotiating to help you secure more of what you want in life. A basic premise of the course is that while a manager needs analytic skills to discover optimal solutions to problems, negotiation expertise opens the way for these solutions to be implemented. Successful completion of this course will help you to use negotiation skills to solve problems and make you better off.

Course Modules
1: What is Negotiation?
While most of us have typically viewed negotiation as a win-lose interaction, in this module we begin to re-orient our perspectives and re-define negotiation.

2: The Choice to Negotiate
Why do people not negotiate? What are the costs of not negotiating? When should you walk away from a negotiation? In this module we will look at these questions and at some examples of how initiating negotiations can create value from your day-to-day interactions as well as how negotiating can have a lasting impact on your future financial well being.

3: Negotiation Infrastructure and the Power of Expectations
How can we build a plan to make our negotiations more effective? We will explore the goals of negotiating, the characteristics of a good deal and gain an understanding of how expectations drive behavior in getting better performance in your negotiations.

4: Value Claiming and Value Creating
In negotiation we often look at slicing up the “pie” into pieces as what value we get in the deal. This module will take a look at how we can enlarge the pie - value creation - and how big piece of the pie we get - value claiming.

5: Mapping Out the Negotiation - What Do You Want?
In this module we will focus on some of the most important aspects of negotiation that lead to success, which is the quality and completeness of your planning and preparation.

6: Mapping Out the Negotiation - What Does Your Counterpart Want?
For the next step in planning a negotiation, we are going to look at the counterpart’s point-of-view. For most of us, it is much easier to understand what we want for ourselves in a negotiation, but spend little time assessing what our counterparts want.

7: Setting the Tone for the Negotiation
What are the characteristics of a good deal? What are the underlying interests? It’s important to start a discussion of how we can make a good deal as a team, to set the tone of the negotiation before the actual negotiation starts.

8: Should You Make the First Offer?
Do I make the first offer? Should I encourage my counterpart to make the first offer? How do we decide?

Module 9: Managing the Negotiation
In this module we will focus on the ways to improve the information exchange and to think systematically about that information exchange to create value.

Updated 11/18/14
10: Influencing through Promises and Threats
How can I encourage my counterpart to go in a particular direction? What strategies can I use to influence my counterpart?

11: Making the Deal and Beyond
You are at the end of the negotiation and there are things to consider before you say “yes,” after you and your counterpart agree on a settlement and then how to determine if you got a good deal. In this module we will look at strategies for successfully planning the end of your negotiation, even if that means saying “no” or walking away.

Course Requirements
Please watch all course videos and complete all course exercises. Submission of all exercises is required to unlock the link to the course examination in the “Final Steps” section of the user interface. The exam consists of 15 multiple choice questions and is administered online. A score of 86% or higher is required to pass.

To complete the course, students must successfully complete all exercises, pass the examination, and complete the course evaluation.

Exercises
Each exercise will be submitted directly via the user interface. Members of the course teaching team will provide feedback on selected exercises. Feedback on the selected exercises will be provided within 5 business days. You are encouraged to proceed with the course while awaiting feedback on submitted exercises.

Your responses to the exercises will be kept within the learning platform. However, you will not have access to the responses you submitted after 90-day course access has expired. If you would like to keep a copy for your records, please do so separately.

Any questions related to the exercises should be sent to ask-the-professor-innovation@lists.stanford.edu. Be sure to include your name, the course number, and exercise name/number along with your questions.

Failing to complete all of the required exercises (or submitting partial answers to the exercises) in a deliberate attempt to unlock the course exam prematurely is a violation of the Stanford University Honor Code. Information regarding your responsibilities as a student of the Stanford Innovation and Entrepreneurship Certificate, including a link to the Honor Code, is available at http://studentaffairs.stanford.edu/communitystandards/policy/honor-code.

Course Materials
All course materials are provided within the course’s user interface. These include the course videos, exercise instructions, and other course handouts.

Digital Records of Completion (ROC)
Within 5-7 business days of completion of all course exercises and the course exam with a score of 86% or higher, a digital Record of Completion will be sent to your preferred email address from your mystanfordconnection account. More information about the Record of Completion is available at http://scpdsupport@stanford.edu.

Questions
For content-related questions, please contact ask-the-professor-innovation@lists.stanford.edu. Be sure to include your name, the course you are taking and your questions.

For questions relating to course materials, billing, testing, general program information, etc., please contact Student Services at stanford-innovation@stanford.edu or 650-741-1581. Available 8:30am-4:00pm PST, M-F.

For technical troubleshooting and questions related to the user interface, please send an e-mail to scpdsupport@stanford.edu. Please provide the name and version number of the browser you are using to access the course materials.