



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB04001071

Course / Subject Name: Negotiation Skills

w. e. f. Academic Year:	2025-26
Semester:	4
Category of the Course:	Multi-Disciplinary Course (MDC/Elective)

Prerequisite:	--
Rationale:	Negotiation is common phenomenon in day-to-day life – both at the social front as well as at the professional front. Establishing a win – win situation at the end of every negotiation is the key to a meaningful and effective negotiation. This calls for a righteous attitude, right knowledge of the context of negotiation and appropriate negotiation skills as you maintain mutual respect. Some of these, are born with negotiation skills, but most have to carefully nurture these skills.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand the context, meaning and purpose of Negotiation	Understanding
02	Understand the Principles, Approaches to, Process and Skills of Effective Negotiation	Understanding
03	Analyse what types and styles of Negotiation alternatives apply to different contexts.	Analysing
04	Practice the steps of Negotiation wherever required so as to come to a cooperative close	Application

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
2	0	0	2	50	30	20	0	100



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<p>a) Introduction to negotiation concepts</p> <ul style="list-style-type: none">• Successful Negotiations: A Win – Win game: The importance of Relationship, Interaction, Focus and Implications• The Concept of Needs and Negotiation• Imperatives in Negotiation: Negotiating fears and stress, making choices, thinking creatively, Coping with criticism, Networking <p>b) Useful skills for the Negotiator:</p> <ul style="list-style-type: none">• Communication Skills• Beating Stress• Assertive Skills <p>c) Important Principles and Tips for a successful Negotiation</p> <p>d) Negotiation Process:</p> <ul style="list-style-type: none">• Preparation; Using frameworks like the Negotiation Canvas• Establishment of Negotiator Identities and Tone of Interaction• Information Exchange• Distributive Stage• Closing the Deal• Co-operative stage	12	50`
2.	<p>a) Approaches to Negotiation</p> <ul style="list-style-type: none">• Negotiating roles: The factual negotiator, The relational negotiator, The intuitive negotiator, The logical negotiator and the lead negotiator <p>b) What Negotiation is NOT: Competitive Vs Collaborative Decision Making</p> <ul style="list-style-type: none">➤ Types of Negotiation: The role of interests, positions, and alternatives	13	50



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	<ul style="list-style-type: none"> • Interest – based negotiation: The three Cs of Interest: Common interests, Complementary interests, Conflicting interests • Position based negotiation: My Way or Highway • Negotiating Styles: Avoidance, Competitive, Compromising and Collaborative • Strategies for managing critical moments in a negotiation <p>c) Identifying and overcoming common barriers and biases</p> <p>d) The difference between <u>distributive</u> (claiming value) and <u>integrative</u> (creating value) negotiation</p> <p>e) Post Negotiation Evaluation</p>		
3.	<p>Practical:</p> <ul style="list-style-type: none"> • Negotiation simulations and role-playing • Analyzing case studies • Evaluating negotiation outcomes and learning from experience • Building sustainable agreements 	05	00
	Total	30	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10	60	20	10	00	00

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

Books:

1. Negotiate to Succeed, edited by Julie Lewthwaite, Viva Books Private Limited, 2003 (reprinted in 2008), ISBN-13: 978-81-7649-371-0
2. Effective Negotiation – Perspectives and Process, Edited by S N Mookherjee, The Icfai University Press, 2007, ISBN: 81-314-0802-7
3. Negotiating Skills for Managers, Steven P. Cohen, A Brief Case Book Series, McGraw Hill, 2002, ISBN: 978-0-07-141545-3
4. Conflict Management and Negotiation Skills =, Edited by Amit Kumar Sharma, Excel Books vt Ltd, 2012.



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5. The Negotiation Book – Your Definitive Guide to Successful Negotiating, Third Edition, Steve Gates, Capstone Wiley, 2011

(Suggested Activities for Student: As mentioned in module 3 of the syllabus)

CO- PO Mapping:

Semester 4	Subject Name : Negotiation Skills				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	1	-	-	-
CO2	3	2	2	1	-
CO3	3	2	2	1	1
CO4	3	2	2	1	-

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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