

UNIVERSITY OF PENNSYLVANIA
THE WHARTON SCHOOL
DEPARTMENT OF LEGAL STUDIES & BUSINESS ETHICS

LEGAL STUDIES 206-406 Syllabus
Fall 2009
PROFESSOR G. RICHARD SHELL
NEGOTIATION

Classroom: F38 Huntsman Hall
Office: 643 Huntsman Hall
Class times: Tuesdays 3-6PM
Office Hours: 1:30 -- 3 PM Tuesdays or call/email me anytime!
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This course will help you become a better negotiator as well as a more intelligent negotiation analyst and strategist. **Much of our time in class will be spent doing actual negotiations, so attending every class is mandatory. If you cannot make this commitment, please do not take the class.**

Because the roles in the cases are carefully assigned, missing a class hurts everyone's learning, not just yours. Each class missed (except for verified illness, religious holiday, death in the family, or other serious situations approved, if possible, in advance) will result in a course grade reduction of one level (i.e., from B- to C+). Missing two unexcused classes will result in a *failing* grade. Recruiting, volunteer work, and any other job-related or student-activity-related reasons for missing class do not count as valid excuses, no matter how compelling they may be. In other words, for this class to work, you must make it one of your top priorities this semester in terms of class attendance. Please take this into account in making a final decision to enroll in this section of the course.

Readings: G. Richard Shell, Bargaining for Advantage (Penguin 2nd edition 2006);
Roger Fisher, William Ury & Bruce Patton, Getting to Yes (Penguin 2nd edition 1991);
Bulk Pack of readings.

GRADING: There are 100 points to be gained the class. Students with the most number of points receive the best grades.

1. **Two in-class quizzes** (30 points). There will be two in-class quizzes worth 15 points each given in Classes 7 and 14. The quizzes will be short-answer tests based on readings, lectures, class discussions, and outside speakers and last roughly 20 minutes. We will not have time to discuss all the readings in class, but you will be expected to do them and answer detailed questions on the quizzes. In addition, this conceptual knowledge will contribute significantly to your success as a negotiator and strategist.

2. **Graded Negotiations** (20 points): Five of the negotiations we will do in class are graded based on the results you achieve compared with others playing the same roles as you. Five points will be awarded to people in the top 1/3 of the class; 3 points to the middle 1/3; and 1 point to the bottom 1/3. I will drop your worst performance. Thus, each of these negotiations contributes 5% toward your final grade. The graded negotiations are noted in the syllabus. If you miss a graded negotiation, you will receive a "0" for that exercise as well as lose a grade level for the course for missing that class. Thus, it is always better to participate in a graded negotiation and do the worst in class than to miss the negotiation. In addition, if you violate the constraints of a graded negotiation (i.e. buy something for more than your bottom line or

sell for less), you will receive a “-3” for that case and everyone else in the group will end up with a “no deal” result for that case. I will keep that “-3” in your final total for the semester, dropping your next worse performance. Thus, double-check all your pre-closing calculations – an excellent negotiation habit to acquire!

3. **Four one-page papers.** (10 points total). There are four 1-page papers due during the semester. All should be single spaced, 12-point type.

1. Paper on the “**Opera Problem**” (4%)
2. Paper on an **actual negotiation adventure story** about something you do outside of class (2%)
3. Paper on your personal approach to **bargaining ethics** (2%)
4. Paper on **your person negotiation styles** (2%)

4. **Final Paper.** (25 points) Due in the last class, the paper should be a maximum of 10 pages, not including reference pages or charts, and should be double-spaced, 12-pt type. Please select a topic that shows your passion and interest in some aspect of negotiation and, as part of the paper, explain why you picked your topic and how it links to your future career or personal interests. Topics include in-depth analyses of real negotiations (mergers, international crises, historical events), industry negotiation practices (best practices in commercial real estate development deals), profiles of negotiators in fiction or drama (Shakespeare’s Henry IV), profiles of real negotiators (Donald Trump, Colin Powell, Benjamin Franklin, Gandhi), topics related to bargaining styles (culture, gender, personality), communication (lying, the use of questions, listening, non-verbal communication) or anything else you want to explore about negotiation in more depth. Grading is based on 1) thorough, imaginative, and original research (@40%), 2) originality of topic and explicit connection of your topic to your individual learning agenda (@30%), 3) excellence in writing and proofing (@20%), 4) thoughtful, clear, and helpful organization (@10%). For example, someone interested in diplomatic negotiations will get more points for exploring a little-known but fascinating example of South African diplomacy and for finding interesting, original sources on this topic such as personal interviews and primary historical works than he or she will get for writing about the Cuban Missile Crisis citing common web sources and a well-known book on the topic.

5. **Peer Feedback on Overall Contribution and Earned Respect.** (15 points) Fifteen points will be awarded based on peer ratings given at the end of the class. Each student will rate each other student on a 1(bottom) -- 10 (top) scale based on that peer’s overall, demonstrated contribution to the class’s learning and development. In addition, each student will identify five fellow students as people who gained exceptional respect during the semester as negotiation partners or teammates and exhibited skill at and reputations for simultaneously managing both relationships and transactional dynamics. Scores for this ranking will go from 10 (top) to 6 (bottom). The resulting rankings will then be combined and averaged. The class will be divided into top-, middle-, and bottom-ranked groups consisting of roughly 10--12 students each. The top group will receive 15 points. The middle group will receive between 8--14 points and the lower group between 1--7 points, based on a combination of the student rankings and the instructor’s independent evaluations of student performance and contribution. I will notify the class of the five people who achieve the highest total scores for gaining respect for their negotiation skills at the end of the semester.

GUEST SPEAKERS: You will be required to attend lectures by two outside guest speakers this semester. Attendance at these two events is part of the course and the contents of the talks are part of the materials on which you will be quizzed. The exact times and dates of these lectures will be announced later. These lectures are videotaped and put online for students who have conflicts with the lecture dates.

CLASS TOPICS AND ASSIGNMENTS

Class 1 (9/15)

Prepare: Bulk Pack #1, 2;

In class: Lecture on overview of course, Nondisclosure Forms; negotiate and discuss Cessna and SUV cases; hand out and discuss syllabus.

Class 2 (9/22)

Prepare: Bulk Pack #3,4,5; Shell, Intro, Chapters 1-2, and Chapter 11, pp. 196-208;

KEY!!! BRING COMPLETED BP #4 (or Appendix A to Bargaining for Advantage) TO CLASS.

In class: "Appleton" case; lecture on fraud; bargaining styles, anchor effects, and information effects.

Hand out: Graded Negotiation #1

Class 3 (9/29) (Class will start at 4 PM to allow for time to conclude our graded negotiation – results due at or before 4 PM).

Prepare: Complete Graded Negotiation #1; BP #6, 7, 8, 9; Shell, Chapter 3.

Hand in: Signed deals for House Sale.

In class: Lecture on agents; deadlines; electronic bargaining; standards. Discuss negotiation results.

Class 4 (10/6)

Prepare: BP #10; Shell, Chapter 4, 5, 6. In class: Negotiate Graded negotiation #2; discuss interests and leverage as negotiation variables; introduce Preparation Worksheet.

Hand out: Opera Problem roles and Bargaining for Advantage Preparation Worksheet

Class 5 (10/13)

Prepare: Bulk Pack #11, 12, 13, 14; Getting to Yes, pp. 3-94.

Hand in: Preparation Worksheet for the Opera Problem.

In class: Negotiate Opera Problem; discuss Getting to Yes.

Class 6 (10/20) *Opera Problem Paper Due Today

Prepare: BP #15

Hand in: 1-page (single-spaced) paper on Opera Problem negotiating lessons.

In class: Negotiate Graded Negotiation #3; lecture on trust and commitment as negotiation variables

Assignment over Spring Break: Have a negotiation adventure and write it up in 1-page paper for Class 9.

Class 7 (10/27) *QUIZ #1 Today

*** Personal Negotiation Adventure Story Paper Due Today**

Prepare: Readings and speakers from Classes 1-6 for Quiz!

Also: Read Shell, Chapter 11, pp. 208-228.

In class: Negotiate Roofing Case; discuss ethical schools. Groups sign up for coaching sessions.

Hand out roles for Graded Negotiation #4.

Class 8 (11/3) * + *Ethics Paper Due Today (read and cite BP #16, 17, 18 & Shell Chapter 11)

Prepare: BP #19, 20, 21; Shell, Chapters 7-10;

In Class: Support Teams discuss real negotiation adventures;

Begin Graded Negotiation #4 -- teams meet to prepare and conduct opening negotiating session.

Class 9 (11/10)

(Complete negotiation between 3 and 4:30 pm in assigned case study rooms; class starts at 4:30 pm)

Hand in: Term sheets for deals or declarations of impasses.

In Class: discuss negotiation; Hand out: Roles for Graded Negotiation #5.

Class 10 (11/17)

Prepare: BP # 22

In class: Conduct Graded Negotiation #5.

Class 11 (11/24) *Final Paper Topics Due Today

Prepare: Bulk Pack #23, 24, 25.

In Class: Lecture and films on negotiating, mediating, and arbitrating conflicts

Class 12 (12/1) *Bargaining Styles Summary and Analysis Paper Due Today

Prepare: Read BP #26 (to be discussed in Class #13). Shell, Chapter 12;

Review Getting to Yes.

Peer Review website activated.

In class: Negotiate and discuss “Mediation Exercises”

Class 13 (12/8) *QUIZ #2 Today; also Final Papers Due Today

Prepare: All reading materials and lectures not covered on Quiz #1 (essentially everything on syllabus from Classes 7-13 except Getting to Yes, which was covered on Quiz #1).

In Class: Films examples of negotiation and persuasion. Course wrap up.