

## SYLLABUS

**DEPARTMENT OF LEGAL STUDIES AND BUSINESS ETHICS  
THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA  
NEGOTIATION**

**LECTURER: ERIC MAX, ESQ.**

**Fall 2017**

**LGST 806-408 3pm-6pm, Tuesdays**

**LGST 806-409 3pm-6pm, Thursdays**

### **1. INSTRUCTOR**

Lecturer: Eric Max, Esq.

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Office Phone: 215-898-7689

Office: Huntsman Hall, 6<sup>th</sup> Floor

Office Hours: By appointment

### **2. CLASS MEETING TIMES AND LOCATION**

Section 408, Tuesdays, 3pm-6pm, Room JMHH F70

Section 409, Thursdays, 3pm-6pm, Room JMHH F70

### **3. COURSE OBJECTIVES**

Negotiation is more an art than a science. We negotiate every day in both our personal and professional lives. Effective negotiation can be a cornerstone of successful business and personal relationships. There is no “right way” to negotiate. Different approaches and styles may be more effective in particular situations. This course will give you the tools necessary to be able to analyze a negotiation and apply the appropriate skills to make it as productive as possible. This course is designed to help you:

- Gain confidence as a negotiator
- Determine your own strengths and weaknesses as a negotiator
- Improve your ability to negotiate effectively
- Analyze negotiation situations
- Develop a strategic plan for effective negotiation
- Gain an intellectual understanding of negotiator behavior

#### 4. COURSE FORMAT

This class will consist of:

- Interactive negotiation simulations every week
- In class debrief of all negotiations
- Video review of several of your negotiations
- Guest speakers
- Negotiation with attorneys

#### 5. TEXT AND READINGS

There are three assigned texts in this class:

**Getting to Yes: Negotiating Agreement Without Giving In**, by Roger Fisher, Bill Ury and Bruce Patton, (3d ed. Penguin 2011) ["GTU"].

**Bargaining for Advantage**, by G. Richard Shell (Penguin, 2d ed. 2006) ["BFA"].

**Coursepack**, Available on Study.net ["CP"].

#### 6. CLASSROOM EXPECTATIONS

- We will start and end class on time
- You will display your name tent every class
- You must turn off all phones, laptops and other electronic devices

**Attendance and Preparation:** This class is very interactive and relies on the preparation and participation of all students in the class. Thus, it is extremely important for you to attend class and to be prepared to participate in a meaningful way. The more you put into this class, the more you will get out of it! Excused absences include: Family or personal medical emergencies and religious holidays. Job interviews are *not* excused absences. If you miss one class there is no penalty. If you miss two classes (for reasons that are not excused absences) you will lose four points off your final grade. If you miss three classes (for reasons that are not excused absences) you will lose four additional points off your final grade and automatically receive an LT designation. **It is your responsibility to sign the attendance sheet each class.**

**Confidentiality:** In the first class, you will be asked to sign a Non-Disclosure Agreement regarding the information you learn in connection with the simulated negotiations. The bottom line is that, unless I specifically direct you otherwise, you may not share confidential information you receive in connection with a negotiation simulation with anyone, including classmates who are playing the same role. Your honesty, integrity, and ethical conduct in this

regard will count in your grade and will affect your reputation with your peers and your instructor. If you have any questions about the confidentiality of any facts, please ask me.

**Do not assume that the negotiation is over when you think it is over.** When you have completed a negotiation, please do not reveal your confidential information to your counterparts, or to members of another team, before returning to the classroom for the formal debrief session with me. The simulations do not always end when you sign an agreement in a break out room. After we debrief the simulations you are free to discuss the case further with members of our class.

**Ethics and Use of Prior Materials:** Do not discuss cases with or borrow notes from people outside of class, and do not share any information about these simulations with students who have not taken this class. It is a violation of the University Code of Academic Integrity to post anything about the negotiation simulations on a public website, or to conduct internet/Google searches about simulations.

## **7. GRADING**

Your grade will be determined as follows based on a **100 point scale**.

### **A. Class Participation (30 points)**

Participation includes attending all the classes and high-quality participation in class exercises, discussion, and peer feedback. Some cases and exercises require advance preparation (reading, preparation of negotiation strategy, sometimes written materials). Participation points for simulations will be based on the quality of your preparation for these assignments, and the quality of your participation in class during these exercises and the debriefing sessions afterward. The grading for discussion will be based on such factors as: the use of the assigned readings for a particular class, relevance of comments to the topic covered, ability to effectively articulate personal experience relevant to the discussion topic, and addition of new information or insights. Quality is more important than quantity of comments.

As part of your class participation grade, you will be asked to write a brief 1-2 page paper in the beginning of the course (worth 5 points) in which you reflect on your perceived strengths and weakness as a negotiator as you begin the course, and on your aspirations and goals for yourself during the term. **All papers must be submitted via Canvas in Word (not .pdf) format. (Double spaced, 12 point font, 1 inch margins.)**

## **B. Two Short Papers (10 points each, 20 points total)**

During the course, you will write two 3-4 page papers, double spaced, in 12 point font, with 1 inch margins and page numbers in the top right corner. **All papers must be submitted via Canvas in Word format (not .pdf). Key concepts should be in bold (interests, positions etc.).** The papers are an opportunity for you to demonstrate mastery of the readings and the concepts in the course. In the first paper, you will analyze an ethical issue that I present to you using the three schools of bargaining ethics discussed in the book “Bargaining for Advantage.” In the second paper, you will be analyzing a role-play that we conduct in class using concepts discussed in the book “Getting to Yes (GTY).” Each paper is worth a possible 10 points. Any late papers will be penalized 2 points for each 24-hour period of lateness. It is always better to hand in a paper late than not at all.

### **1. Ethics Paper (10 points)**

Write a 3-4 page paper analyzing the fact pattern I present to you using the three schools of ethics discussed in Shell's book *Bargaining for Advantage*. All papers must be submitted via Canvas in Word format (not .pdf). The format should be double spaced, 12 point font, 1 inch margins, page numbers in the top right corner. Use citations whenever using a quote or concept from the reading. **Please put key concepts in bold.**

### **2. “Getting to Yes” Paper (10 points)**

Write a 3-4 page paper analyzing and reflecting on the Sally Soprano negotiation using the key concepts in *Getting to Yes*, including: interests/positions, options, standards, and BATNA. All papers must be submitted via Canvas in Word format (not .pdf). The format should be double spaced, 12 point font, 1 inch margins, page numbers in the top right corner. Use citations whenever referring to a concept or quote from the reading. **Please put key concepts in bold.**

## **C. FINRA Negotiation with Attorneys (20 points total)**

We will be conducting a negotiation with attorneys and law students during the semester. You will be graded on the quality of your negotiation planning memo and your reflective essay after the negotiation is completed. Students who do the best in the negotiation will receive extra credit. Each paper discussed below is worth a possible 10 points. Any late papers will be penalized 2 points for each 24-hour period of lateness. It is always better to hand in a paper late than not at all.

### **1. Planning Memo (10 points)**

Although you will be working in teams of two, **each student should write and submit their own paper**. Please write a 3-4 page paper on the following:

Write a negotiation planning memo, similar to one you would write to your boss before they entered into the FINRA negotiation with lawyers. Make sure to state which role you are in (investor, broker, firm). Include a section on:

- 1) The pre-negotiation discussion you had with your lawyer;
- 2) Strengths and weaknesses of your case;
- 3) Tactics that you recommend using in the negotiation- including the role the lawyer should play.

All papers must be submitted via Canvas in Word format (not .pdf). The format should be double spaced, 12 point font, 1 inch margins, page numbers in the top right corner. **Key concepts should be put in bold**.

### **2. Reflective Essay (10 points)**

Although you will be working in teams of two, **each student should write and submit their own paper**. Please write a 3-4 page paper on the following:

Write a paper that reflects on what occurred in the FINRA negotiation using concepts from the course. What went well and what went poorly? How did lawyers impact the negotiation? How did multiple parties change the negotiation? What role did leverage and time pressure play? What did you learn from doing this negotiation? How did you determine your BATNA? If you think you deserve extra credit for your performance in the negotiation, include this in the paper with your reasoning. **Key concepts should be put in bold**.

Make sure to include the results of your negotiation, the role you played, the name of your partner (if any), and your lawyer. All papers must be submitted via Canvas in Word format (not .pdf). The format should be double spaced, 12 point font, 1 inch margins, page numbers in the top right corner.

### **D. Paper Clip Negotiation (10 points)**

The paper clip negotiation will take place outside of class during the last three weeks of the semester. Each student will write a 3-4 page paper reflecting on this exercise. This paper is due the last day of class. Students will be evaluated based on creativity, number of trades, quality of trades and final item traded for. In addition, the class will vote on the student who traded for the best item. The winner will receive an award symbolizing their achievement.

### **E. Final Paper (20 points)**

For the final paper I would like you to reflect on and analyze either a real-world negotiation(s) or a role-play(s) we did in class, or a combination of the two. If you write about the FINRA negotiation with lawyers, it must be in a way that you did not cover in your previous papers. **Your paper should be based on a discussion of all the topics listed in the negotiation planning form in *Bargaining for Advantage* (Appendix B, pp. 251-252).** You do not need to include the boxes used in the book. You can write a reflective paper or a planning form, or a combination of the two, just make sure to cover all the topics. Guest speakers, coursepack readings, and key topics from *Getting to Yes* should also be included. **Use page citations whenever using a quote or concept from the readings. Key concepts should be in bold (interests, positions etc.).**

The final paper is your opportunity to show me what you have learned in class. I am looking for both scope of knowledge and depth of analysis.

I will grade your papers based on:

1. Ability to identify and utilize the key concepts discussed in the course including: readings, guest speakers, role-plays and class discussion (40%)
2. Ability to apply these concepts to an actual negotiation or role-play with insight and creativity (40%)
3. Excellence in writing (presentation, organization and proofreading) (20%)

The final paper should be 6-8 pages, double-spaced, in 12 point font, 1 inch margins, with page numbers in the top right corner. The final paper is due at 3pm one week after the last class of the semester via Canvas. Each paper will be graded on a scale of 1 (lowest) to 20 (highest), with 20 being reserved for truly exceptional papers. Any late papers will be penalized 4 points for each 24-hour period of lateness. It is always better to hand in a paper late than not at all. All papers must be submitted via Canvas in Word format (not .pdf).

### **F. Best Negotiator Award (extra credit)**

At the end of the semester, each student will identify up to five fellow students as people who gained exceptional respect during the semester, either as negotiation counterparts or teammates, and exhibited exceptional skill at both reaching excellent outcomes and preserving or enhancing relationships. The top five students in the class will receive extra credit (up to 5 bonus points). In addition, the student who receives the most votes from their classmates will receive an engraved award. **All votes must be in by 5pm on the day before the last class.**

## 8. COURSE OUTLINE AND ASSIGNMENTS

All readings indicated below should be read prior to the class for that week. **All papers are due by 3pm on their respective due dates.**

Class#	Dates	Assignment due in Class	In-Class
Class 1	8/29-T 8/31-Th	Read Bargaining for Advantage ("BFA"): Introduction	Introduction to Negotiation Negotiate Simulation #1 Sign Non-disclosure Agreement
Class 2	9/5-T 9/7-Th	Read BFA Chapter 1 Read Coursepack #1-2 <b>Due: Negotiation strengths and weaknesses paper</b>	Bargaining Styles Negotiate Simulation #2
Class 3	9/12-T 9/14-Th	Read BFA Chapter 2 Read Getting to Yes ("GTY") pp. 1-55 <b>Complete bargaining styles assessment tool</b> (Appendix A in Shell) and bring results to class	Negotiate simulation #3 Goals and expectations
Class 4	9/19-T 9/21-Th	Read BFA Chapter 3 Read GTY pp.56-94 <b>Due: Ethics Paper</b>	Standards Negotiate Simulation #4
Class 5	9/26-T 9/28-Th	Read BFA Chapter 4 Read GTY pp. 95-148 Read Coursepack #3-5	Relationships Negotiate simulation #5
Class 6	10/3-T 10/12-Th	<b>Due: Short Paper #2: <i>Getting To Yes</i> analysis of in-class role play</b>  Read BFA Chapter 5 Read Coursepack #6-8	Interests and positions Negotiate simulation #6
Class 7	10/10-T 10/19-Th	Read BFA Chapter 6	Leverage Negotiate simulation #7
Class 8	10/17-T 10/26-Th	Read BFA Chapter 7 Read Coursepack 9-11	Strategy Negotiate simulation #8
Class 9	10/24-T	Read BFA Chapter 8	Exchanging information

	<b>11/2-Th</b>	<b>Due: Planning memo</b>	Negotiate simulation #9
<b>Class 10</b>	<b>10/31-T 11/9-Th</b>	Read BFA Chapter 9  Negotiating with Attorneys	Openings Negotiate simulation #10 Joint Law-Business school negotiation
<b>Class 11</b>	<b>11/7-T 11/16-Th</b>	Read BFA Chapter 10 <b>Due: Negotiating with Attorneys review memo</b> Read Coursepack #12- 13	Obtaining agreement Negotiate simulation #11
<b>Class 12</b>	<b>11/14-T 11/21-Th (Thurs class meets on Tues)</b>	Read BFA Chapter 11  Read Coursepack #14-16	Ethics Mediation, Arbitration Mediate simulation #12
<b>Class 13</b>	<b>11/28-T 11/30-Th</b>	Read BFA Chapter 12 Read Coursepack #17-18 Hand out "Paperclip" instructions	Summary of BFA Mediate simulation #13 Mediation, Arbitration
<b>Class 14</b>	<b>12/5-T 12/7-Th</b>	<b>Last class</b>  <b>Due: Paperclip paper</b>  <b>Vote for Best Negotiator before last class</b>	Mediate simulation #14  Course Conclusion and Wrap-up Best Negotiator and Paperclip Award Presentations
<b>Final Paper Due</b>	<b>12/14- T 12/14- Th</b>	<b>All final papers due at 3pm on December 14th</b>	