

AUG 04 1993

LSC Use Only
Number _____
Action _____
Date _____

UWUCC USE Only
Number 93-27
Action App
Date 11/9/93
Senate App 12/7/93

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Committee

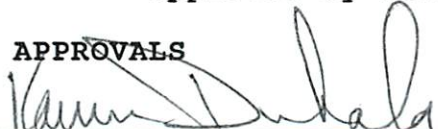
I. TITLE/AUTHOR OF PROPOSAL

Course/Program Title: BL 440 Business Negotiations
Suggested 20 character course title: Business Negotiations
Department: Department of Finance and Legal Studies
Contact Person: Dr. Terry T. Ray


II. If a course, it is being proposed for:


- Course Approval/Revision Only
- Course Approval/Revision and Liberal Studies Approval
- Liberal Studies Approval Only (course previously approved by Senate.)

III. APPROVALS


Department Curriculum Committee


Department Chairperson


College Curriculum Committee


* College Dean

Director of Liberal Studies
(where applicable)

Provost (where applicable)

* EACH COLLEGE DEAN MUST CONSULT WITH THE PROVOST BEFORE APPROVING CURRICULUM CHANGES. APPROVAL BY COLLEGE DEAN INDICATES THE PROPOSED CHANGE IS CONSISTENT WITH LONG RANGE PLANNING DOCUMENTS, ALL REQUESTS FOR RESOURCES IN THE PROPOSAL CAN BE MET, AND THE PROPOSAL HAS THE SUPPORT OF THE UNIVERSITY ADMINISTRATION.

III. TIMETABLE

Date Submitted:
to LSC _____
to UWUCC _____

Semester to be
implemented: _____

Date to be
published
in Catalog _____

II. Description of Curriculum Change

1. CATALOG DESCRIPTION

BL 440 Business Negotiations	3 credits
	3 lecture hours
	0 lab hours
	(3c-0l-3sh)

Prerequisites: BL 235 Introduction To Business Law or by permission of instructor.

Corequisites: None

This course covers the basic theories and strategies of negotiation utilized within the business environment, plus provides instruction and practice to bring about acquisition of negotiation skills. The focus of the course is on basic elements of negotiation and specifically on inter and intra-company negotiations. The course does not focus on collective bargaining nor labor relations.

COURSE SYLLABUS
BL 440 Business Negotiations

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II. COURSE OBJECTIVES

1. Students will learn the history, strategies and tactics of negotiation, and the variations thereof, utilized in actual negotiation.
2. Students will learn to conduct effective and relevant research in preparation for a negotiation.
3. Students will learn to develop a negotiation plan.
4. Students will be able to demonstrate their knowledge and understanding of negotiation theory, strategy, and planning by providing a written analysis of given negotiation hypotheticals.
5. Students will acquire negotiation skills by engaging in practice negotiations with other students in the class within a variety of negotiation formats.

III. COURSE OUTLINE

- A. The Nature of Negotiation (1.5 hours)
 1. Differentiating Negotiation from other Means of Acquisition
- B. Historical Perspective of Negotiation (1.5 hours)
 1. A Historical Overview of Negotiation
 2. Development of Modern Business Negotiation

COURSE OUTLINE (cont)

- C. Strategies and Tactics of Negotiation (6 hours)
 - 1. Position Based
 - 2. Interest Based
- D. Ethical Considerations of Negotiation (3 hours)
- E. Development of a Negotiation Plan (6 hours)
 - 1. Conducting Relevant Research
 - 2. Setting Realistic Objectives
 - 3. Determining Obstacles to Reaching Objectives
 - 4. Developing Strategies for Overcoming Obstacles
- F. Negotiation Hypotheticals for Class Analysis (6 hours)
 - 1. Determination of Relevant Facts
 - 2. Determination of Positions and Interests
 - 3. Development of Negotiation Plan for Parties
- G. Drafting a Negotiated Agreement (3 hours)
- H. Negotiation Skills Development (15 hours)
 - 1. One-On One Negotiation Project
 - 2. Third Party Negotiation Project
 - 3. Team Negotiation Project.

IV. EVALUATION METHODS

The final grade in the class will be determined by an average of the grades received by the student on course assignments, which are as follows:

- 20% A. Written analysis of assigned case hypotheticals.
- 20% B. Preparation of Negotiated Agreements.
- 20% C. Ten Page Research Paper. Students will identify a particular negotiation of which they have an interest, then conduct research on it. The paper will provide the factual background of the negotiation, the objectives of each side, the strategies and tactics employed, the outcome, and the student's assessment of the negotiation.
- 40% D. Quality of Performance in Negotiation Skills Development Project.

V. REQUIRED TEXTBOOKS, SUPPLEMENTAL BOOKS AND READINGS

Textbook: Lewicki, R.J., Negotiation, Irwin Publishing Co. Homewood, Illinois, 1985.

Supplemental Text: Lewicki, R.J., Negotiation: Readings, Exercises and Cases, Irwin Publishing Co., Homewood, IL, 1985.

VI. BIBLIOGRAPHY

Bazerman, M.H., Negotiating in Organizations, Sage Publications,, Beverly Hills, 1983.

Bok, S., Lying: Moral Choice in Public and Private Life, Pantheon, New York, 1978.

Cohen, H., You Can Negotiate Anything, Lyle Stuart, Seacaucus, N.J., 1980.

Christie, R., Studies In Machiavellianism, Academic Press, New York, N.Y., 1970.

Deutsch, M., "Trust and Suspicion", Journal of Conflict Resolution, 1958.

Maccoby, M., The Gamesman, Simon and Schuster, New York, 1976.

Rapoport, A., Two Person Game Theory, University of Michigan Press, 1966.

Raiffa, H., The Art and Science of Negotiation, Bellknap Press of Harvard University Press, 1982.

COURSE ANALYSIS QUESTIONNAIRE

A: DETAILS OF THE COURSE

A1 What academic need does this course fulfill?

Negotiation is a fundamental element in business. It is the means by which contractual relationships are originated, shaped, and finalized; contracts being the basis which underlies all business transactions. At the present time, the College offers no courses in negotiation, thus our graduates enter the business world without the benefit of this essential academic background and training.

Does this course fit into the programs of the department?

Yes. The department offers a variety of law and law related courses, providing business students and other department majors (with whom our department has a service agreement) with a necessary legal background for their chosen career. The proposed course is quite consistent with our department objectives and offerings.

For what clientele is the course designed?

For business majors and service majors who have completed Introduction to Business Law and who have Junior standing. This course is not intended as a Liberal Studies Course, in that it is technical and pre-professional in nature.

A2 Does this course require changes in content of existing courses?

No. None of our department's present courses teach negotiation in any form and according to the catalog of course descriptions, no other course outside our department teaches negotiation in a general business context. The Department of Industrial and Labor Relations teaches LR 480, "Principles and Practices of Collective Bargaining" which includes the topic of negotiation in a collective bargaining context. The proposed course does not focus on collective bargaining. Thus, no catalog course need be changed to accommodate the proposed course.

A3 Does this course follow the traditional type of offering by the department or is it a novel approach?

The course follows the traditional department course offerings. The law and law related courses taught by the department are oriented toward presentation of academic knowledge, followed by application to actual business practices and business environment. This course would utilize this traditional model.

A4 Has this course ever been offered at IUP on a trial basis?

Yes. It has been taught by the present proposer as a Special Course Topic for four semesters, (the fourth offering by special permission by the Provost's office.) The special offering followed a very similar outline as the proposed course. The course was very well received. The average class enrollment was approximately 35 students per section, and the student evaluations of the course indicated very high satisfaction with the offering.

A5 Is this course to be a dual listed course? No.**A6 Can the course be taken for variable credit? No.****A7 Do other higher education institutions offer this course? (SSHE? Regional Colleges and universities? National Colleges and Universities? If so, please list examples and provide copies of course descriptions where available.)**

Yes. A number of institutions of higher education offer courses in negotiation, typically taught in either the business law or legal studies department. Attached is a typical example of a negotiation course, this syllabus being from The Wharton School, University of Pennsylvania.

A8 Is the content, or are the skills, of the proposed course recommended by a professional society, accrediting authority, law, or other external agency?

Yes. The Academy of Legal Studies in Business (the leading professional society for university business law professors in the country) takes the position that negotiation is an essential knowledge base and skill that should be acquired by all business students.

Why can't the content and skills be incorporated into an existing course?

Negotiation has not only an expansive and complex knowledge base, but the acquisition of competent negotiation skills requires many hours of practice and some degree of repetition. It is not feasible to bring about a knowledge base and skill development to the level of serving any academic or practical purpose, by incorporating it as a topic of an already existing course. There would simply not be enough time to accomplish the objectives.

B: INTERDISCIPLINARY IMPLICATIONS**B1 Will this course be taught by one instructor or will there be team teaching?**

By one instructor.

B2 Are there additional or corollary courses needed with this course now or later?

There would be a recommendation that to round out the student's knowledge base in the area, LR 480, "Principles and Practices of Collective Bargaining" should be taken.

B3 What is the relationship between the content of this course and the content of courses offered by other departments?

The proposed course does not in any manner infringe upon or duplicate any course offerings described in the catalog of courses, thus there has been no reason for discussion with any other departments.

B4 Will seats in this course be made available to students in continuing education?

Yes, providing they have met the prerequisites.

C: IMPLEMENTATION**C1 What resources will be needed to teach this course and how adequate are the current resources?**

Faculty: There is adequate faculty complement to teach the course. This has been established by the fact that the course has been taught as a special course topic for four straight semesters (the fourth with Provost's permission), without negative affect upon the ability of the department to offer its traditional courses.

Space: Same experience as above; there has been and is adequate space.

Equipment: This course requires no equipment beyond standard classroom furnishings.

Labratory Supplies and other Consumable Goods: None.

Library Materials: No new acquisitions would be necessitated.

Travel Funds: When available, for research and professional development.

C2 Are any of the resources funded by a grant? No.**C3 How frequently do you expect this course to be offered? Every semester.****C4 How many sections of this course do you anticipate offering in any single semester? One section per semester, initially.**

C5 How many students do you plan to accomodate in a section of this course?

Approximately thirty five students per section.

Is this planned number limited by the availability of any resources?

The limit corresponds to the average size of classrooms in the current McElhaney Hall and Uhler Hall, where department classes are taught.

C6 Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents. No.

C7 Will this course be a curriculum requirement?

No. It will be considered an elective course, available to any major throughout the university.

D. MISCELLANEOUS

No additional information is necessary.

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Marcia -
As requested
by the curriculum
committee on
my course
"Business Negotiations"
Thanks
Terry Ray

Department

used is a course proposal entitled
recently passed by our College
Curriculum Committee. You'll note that the course specifically
will not focus on collective bargaining nor labor relations and
also in B2 of the proposal, Interdisciplinary Implications, we
are recommending LR 480 "Principles and Practices of Collective
Bargaining" as a corollary course to round out a student's
knowledge base in the field.

If any questions or suggestions, please get in touch. Enjoy
what's left of the summer.

Sincerely,

Dr. Terry T. Ray
Chairperson
Department of Finance and Legal Studies

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