

# Course syllabus Negotiations for Start-ups, Spring 2025

## AIMS

Negotiations and sales are here defined as the art and science of securing agreements between two or more interdependent parties. This course will (1) help students to understand the theory and processes of negotiations and sales in a variety of settings, (2) highlight the components of an effective negotiation, and (3) help students to analyse their own behaviour in negotiations. After the course, the participants will have increased knowledge, skill, and confidence relating to negotiations and sales situations.

## INTENDED LEARNING OUTCOMES

After the course the participants will be able to:

- Understand the process of human decision-making
- Discuss common psychological heuristics and biases
- Explain negotiation frameworks e.g. BATNA & reservation price
- Better prepare, plan, and act in negotiation and sales situations
- Understand the dynamics of bilateral and multiparty negotiation
- Identify usage of different negotiation strategies and approaches

## STRUCTURE

This is a 7.5 ECTS credit course. The classes will be based on lectures, literature, teaching cases and exercises. There will be guest lecturers. Examples of topics covered in the course, as applied to negotiations and sales:

- Psychology of decision-making
- Game theory and behavioural economics
- Gender effects in negotiations and sales
- How to avoid bargaining breakdown
- Multiparty negotiations

## Course summary:

Date	Details	Due
Tue, 25 Mar 2025	Assignment <a href="#">Assignment 1</a>	due by 17:00
	Calendar event <a href="#">Negotiation Lecture</a>	17:15 to 20:00
Thu, 27 Mar 2025	Calendar event <a href="#">Negotiation Lecture</a>	17:15 to 20:00
Tue, 1 Apr 2025	Assignment <a href="#">Assignment 2 - Gender in negotiations</a>	due by 17:00

Tue, 8 Apr 2025	Calendar event <a href="#">Negotiation Lecture</a>	17:15 to 20:00
Thu, 10 Apr 2025	Calendar event <a href="#">Negotiation Lecture</a>	17:15 to 20:00
Tue, 22 Apr 2025	Assignment <a href="#">Assignment 3 - Tactical use of biases</a>	due by 15:00
	Calendar event <a href="#">Negotiation Lecture</a>	17:15 to 20:00
Thu, 24 Apr 2025	Calendar event <a href="#">Negotiation Lecture</a>	17:15 to 20:00
Tue, 29 Apr 2025	Assignment <a href="#">Assignment 4 - AI-driven negotiations</a>	due by 17:00
	Calendar event <a href="#">Negotiation Lecture</a>	17:15 to 20:00
Tue, 6 May 2025	Calendar event <a href="#">Negotiation Lecture</a>	17:15 to 20:00
Thu, 8 May 2025	Assignment <a href="#">Assignment 5 - Investment negotiations</a>	due by 15:00
	Calendar event <a href="#">Negotiation Lecture</a>	17:15 to 20:00
Tue, 13 May 2025	Calendar event <a href="#">Negotiation Lecture</a>	17:15 to 20:00
Thu, 15 May 2025	Calendar event <a href="#">Negotiation Lecture</a>	17:15 to 20:00
Tue, 20 May 2025	Assignment <a href="#">Assignment 6 - Individual reflection paper</a>	due by 17:00
	Calendar event <a href="#">Negotiation Lecture</a>	17:15 to 20:00

# Assignment 1

On 1 page maximum, answer the following questions:

1. How would you describe negotiations using a metaphor?
2. On a scale 1-7, how experienced in negotiations do you consider yourself? (1 = little experience, and 7 = very experienced)
3. On a scale 1-7, how good negotiator do you consider yourself to be? Where 1 = much room for improvement and 7 = very skilled.
4. Please indicate how you would classify your negotiations style on a scale 1-7, where 1 = soft approach and 7 = hard bargainer.
5. What are your expectations on what you will learn during this course.
6. Please briefly describe what topics you find most challenging and what areas you would like to improve in with regards to negotiations.

The one page limit is for the initial upload only. After uploading Assignment 1, read the instructions for Assignment 5: Individual reflection paper. Assignment 1 is the first page in your course learning log. Use the Assignment 1 Word document (the one on your computer, not the uploaded one) as a log and update it with brief reflections before, during after each session as preparation for the final assignment.

Example bullet points to help you structure the reflection notes after each session:

- Before the session: What are your expected outcomes or insights from this session?
- During/after the session: Is there any connection (similar or different perspectives) to the course literature or previous sessions? Please summarize your 1-3 main takeaways from the session.

Assignment format:

- PDF format
- The document should be named "AssignmentNR\_Yourname\_2025"
- Font Times New Roman 12, single spacing, normal margins.
- Assignments need to be uploaded in the correct folder on the courseweb before the respective deadline.
- All assignments need to be submitted before the end of the course.
- Per the SSE Academic Policies, submitted assignments are valid only for 2025.

# Assignment 2 - Gender in negotiations

In 2 pages:

1. Use generative AI to summarize the article and your notes from Pia Engholm's guest lecture on one page.
2. Fact check the summary against the article: Bowles, H. (2012) Psychological Perspectives on Gender in Negotiation, Harvard Kennedy School Faculty Research Working Paper Series (30 pg.) Link for download: [https://dash.harvard.edu/bitstream/handle/1/9830358/RWP12-046\\_Bowles.pdf](https://dash.harvard.edu/bitstream/handle/1/9830358/RWP12-046_Bowles.pdf)Links to an external site.
3. On the second page, describe in a method description how you worked with AI; e.g. what prompts you used, any strengths/weaknesses from the recommendations, if you did any iterations, text edits etc. The method description should be detailed enough that a fellow student should be able to follow your description to get similar results.
4. Finally on page 2, list .

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# Assignment 3 - Tactical use of biases

In 2 pages:

1. Use generative AI to summarize the article on one page.
2. Fact check the summary against the article: Rhode et al. (2014) The Tactical Utilization of Biases in Negotiations, Berlin School of Law and Economics Working Papers (20 pg.) Link for download: [here](#) [Links to an external site.](#)
3. On the second page, describe in a method description how you worked with AI; e.g. what prompt you used, any strengths/weaknesses from the recommendations, if you did any iterations, tex, edits etc. The method description should be detailed enough that a fellow student should be able to follow your description to get similar results.
4. Finally on page 2, based on the reading - list 3 questions for Agate Freimane

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# Assignment 4 - AI-driven negotiations

In 2 pages:

1. Use generative AI to summarize on one page what are the most important implications that AI will have for business negotiations, provide links to sources.
2. On the second page, describe in a method description how you worked with AI; e.g. what prompts you used, any strengths/weaknesses from the recommendations, if you did any iterations, text edits etc. The method description should be detailed enough that a fellow student should be able to follow your description to get similar results.

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# Assignment 5 - Investment negotiations

In 2 pages:

1. Read up on venture capital terms and use generative AI to summarize what are the most important ones to negotiate/create a one-page cheat-sheet for entrepreneurs in preparation for a potential investment negotiation.
  - o 100+ Venture Capital Terms – the Ultimate VC glossary (ca. 25 min read). [Link here](#)[Links to an external site.](#)
  - o Series A, B, C Funding: How it works (ca. 20 min read) [Link here](#)[Links to an external site.](#)
  - o Pre-Money vs. Post-Money: What’s the difference? (ca. 20 min read) [Link here](#). [Links to an external site.](#)
2. [Links to an external site.](#) On the second page, describe in a method description how you worked with AI; e.g. what prompts you used, any strengths/weaknesses from the recommendations, if you did any iterations, text edits etc. The method description should be detailed enough that a fellow student should be able to follow your description to get similar results.
3. Finally on page 2, list 3 questions for Johan Brenner.

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# Assignment 6 - Individual reflection paper

This is a course memo and individual reflection paper to be done in 6 pages.

Based on a reflection of your initially submitted Assignment 1 and your notes from the course, compose a personal reflection in narrative format on what and how you feel the course has contributed to developing negotiation insights and skills according to the course intended learning outcomes (ILOs):

- Understand the process of human decision-making
- Discuss common psychological heuristics and biases
- Explain negotiation frameworks e.g. BATNA & reservation price
- Better prepare, plan, and act in negotiation and sales situations
- Understand the dynamics of bilateral and multiparty negotiation
- Identify usage of different negotiation strategies and approaches

If you do use generative AI also for this assignment, use the last page for method description as in previous assignments. This is not a course evaluation so the personal opinion and feedback on the course as such is not important and will not be graded. It's also not a course description summary of everything that was included (that is listed here in Canvas already).

Rather, the paper is a free-form exercise that should demonstrate how and to what extent the participant has assimilated personal insights from the readings, lectures, and negotiations exercises, and is graded according to similar criteria as the other assignments. This means that some sessions and/or assignments might have been more valuable than others, which should then be reflected in the text.

To students unused to reflection assignments the task might initially seem a bit unclear and ambiguous – just like life and real-world negotiations. It is also a proven format with great pedagogical value that is used extensively in advanced management programs.

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