



Kot Bhalwal, Jammu



Model Institute of Engineering  
& Technology (Autonomous)  
Course Handout

## COURSE HANDOUT

NEGOTIATION AND CONFLICT RESOLUTION (UGAECC-304 (A))

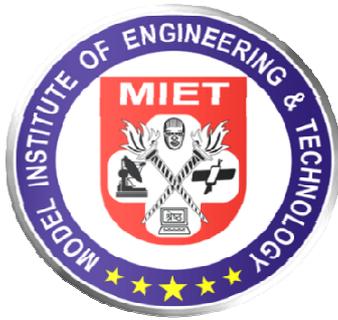
BBA (H) –3<sup>rd</sup> SEMESTER

ACADEMIC YEAR (2024-25)

**Dr Swati Samnotra**

Assistant Professor

School of Management-UG



School of Management-UG

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

[www.mietjmu.in](http://www.mietjmu.in)



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



**SYLLABUS**

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGAECC-304 (A)	Negotiation and Conflict Resolution	AEC	3	3	0	0	40	60	100
Faculty Details	<a href="mailto:swati.mba@mietjammu.in">swati.mba@mietjammu.in</a>								

**COURSE OUTCOMES**

At the end of the course the student will be able to:

CO1	Identify various types and phases of Negotiation.
CO2	Develop effective Negotiation Skills for constructing robust Negotiation Frameworks.
CO3	Demonstrate good Bargaining techniques to reach a consensus.
CO4	Analyse the various Conflict resolution strategies and its application in different situations.
CO5	Evaluate the power of persuasion using effective listening and body language.

**Section-A**

**Unit 1: Understanding Negotiation:** Types of Negotiation, the three phases of Negotiation, Skills for Successful Negotiation, establishing your WATNA and BATNA, identifying your WAP, and identifying your ZOPA. (06Hrs)

**Unit 2: Laying the Groundwork for negotiations:** Setting the time and place, establishing common ground Creating a negotiation framework, Exchanging Information, getting off on the right foot, what to share and what to keep to yourself, Guidelines for developing negotiation skills, and the role of communication in negotiation. (08Hrs)

**Section-B**

**Unit 3: Bargaining:** What to expect, Techniques of bargaining, how to break an impasse, creating a mutual gain solution, closing: Reaching a consensus, building an agreement, Setting the terms of the agreement, Dealing with Difficult Issues and personal attacks, Controlling your emotions. (07Hrs)

**Unit 4: Conflict Resolution:** What is Conflict, Conflict Resolution, Understanding the Conflict Resolution Process, Creating an Effective Atmosphere, Evaluating the Situation, Creating an Action Plan. (06Hrs)

**Unit 5: The power of persuasion:** How empathy and sincerity work wonders for you, being a good listener, keeping attention where you want it, Body Language: How to read non-verbal signals from others and send out the right ones, The impact of good recall and simple tips to improve your memory, the power of psycholinguistics, learn to use the telephone to your best advantage. (09Hrs)

**Text Books**

S.No.	Name of the Books	Author	Publisher Name	Edition (Pub. yr.)
1	Negotiation	Lewicki, R.	Tata McGraw Hill.	8 <sup>th</sup> (2019)



2	Persuasion: The Art of Influencing People	Borg, J.	Pearson	3 <sup>rd</sup> (2010)
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#### Reference Books

S.No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Conflict Survival Kit, The Tools for Resolving Conflict at Work	Goodwin C., and Griffith, D.	Pearson	2 <sup>nd</sup> (2021)

### COURSE PLAN

#### Unit-I Understanding Negotiation

S. No	Topics	Recommended Books
1	Types of Negotiation	<a href="https://www.pon.harvard.edu/tag/types-of-negotiation/">https://www.pon.harvard.edu/tag/types-of-negotiation/</a>
2	The three phases of Negotiation	<a href="https://viamediationcentre.org/readnews/NDU3/Phases-of-Negotiation">https://viamediationcentre.org/readnews/NDU3/Phases-of-Negotiation</a>
3	Skills for Successful Negotiation	<a href="https://in.indeed.com/career-advice/career-development/negotiation-skills">https://in.indeed.com/career-advice/career-development/negotiation-skills</a>
4	Establishing your WATNA and BATNA	<a href="https://www.adrtimes.com/batna-watna/#:~:text=A%20BATNA%20will%20be%20the.up%20with%20a%20similar%20conclusion.">https://www.adrtimes.com/batna-watna/#:~:text=A%20BATNA%20will%20be%20the.up%20with%20a%20similar%20conclusion.</a> <a href="https://usllsadrblog.com/batna-watna-and-zopa/">https://usllsadrblog.com/batna-watna-and-zopa/</a>
5	Identifying your WAP, and identifying your ZOPA.	<a href="https://www.trainingconnection.com/business-communication/preparing-for-negotiation.php">https://www.trainingconnection.com/business-communication/preparing-for-negotiation.php</a> <a href="https://online.hbs.edu/blog/post/understanding-zopa">https://online.hbs.edu/blog/post/understanding-zopa</a>

#### Unit-II Laying the Groundwork for negotiations

6	Setting the time and place and Establishing common ground	<a href="https://courses.lumenlearning.com/wm-organizationalbehavior/chapter/stages-of-negotiation/">https://courses.lumenlearning.com/wm-organizationalbehavior/chapter/stages-of-negotiation/</a>
7	Creating a negotiation framework	<a href="https://www.shapironegotiations.com/negotiations/a-classic-">https://www.shapironegotiations.com/negotiations/a-classic-</a>



8	Exchanging Information, Getting off on the right foot, What to share and what to keep to yourself	<a href="https://www.collinsdictionary.com/dictionary/english/information-exchange">negotiation-framework/ https://www.collinsdictionary.com/dictionary/english/information-exchange</a>
9	Guidelines for developing negotiation skills	<a href="https://gargicollege.in/wp-content/uploads/2020/03/Guidelines-for-Effective-Negotiation.pdf">https://gargicollege.in/wp-content/uploads/2020/03/Guidelines-for-Effective-Negotiation.pdf</a>  <a href="https://www.huthwaiteinternational.com/blog/complete-guide-to-negotiation-skills">https://www.huthwaiteinternational.com/blog/complete-guide-to-negotiation-skills</a>
10	Role of communication in negotiation.	<a href="https://www.managementstudyguide.com/role-of-communication-in-negotiation.htm">https://www.managementstudyguide.com/role-of-communication-in-negotiation.htm</a>
<b>Unit- III Bargaining</b>		
11	What to expect	<a href="https://www.pon.harvard.edu/daily/conflict-resolution/managing-expectations/">https://www.pon.harvard.edu/daily/conflict-resolution/managing-expectations/</a>
12	Techniques of bargaining- How to break an impasse, Creating a mutual gain solution, Closing	<a href="https://contractingacademy.gatech.edu/10-bargaining-techniques/">https://contractingacademy.gatech.edu/10-bargaining-techniques/</a>  <a href="https://www.pon.harvard.edu/tag/bargaining-strategies/">https://www.pon.harvard.edu/tag/bargaining-strategies/</a>
13	Reaching a consensus	<a href="https://www.pon.harvard.edu/tag/bargaining-strategies/">https://www.pon.harvard.edu/tag/bargaining-strategies/</a>
14	Building an agreement, Setting the terms of the agreement	<a href="https://industries.cg.gov.in/pdf/model_contract/Instructions%20on%20contracts%20and%20agreement.pdf">https://industries.cg.gov.in/pdf/model_contract/Instructions on contracts and agreement.pdf</a>
15	Dealing with Difficult Issues and personal attacks	<a href="https://sgclassesonline.com/go/117-how-to-handle-deal-with-difficult-challenging-situations-people">https://sgclassesonline.com/go/117-how-to-handle-deal-with-difficult-challenging-situations-people</a>  <a href="https://mywellbeing.com/therapy-101/how-to-calmly-respond-to-a-personal-attack">https://mywellbeing.com/therapy-101/how-to-calmly-respond-to-a-personal-attack</a>
16	Controlling your emotions	<a href="https://www.healthline.com/health/how-to-control-your-emotions">https://www.healthline.com/health/how-to-control-your-emotions</a>
<b>Unit-IV Conflict Resolution</b>		
17	What is Conflict	<a href="https://courses.lumenlearning.com/wm-organizationalbehavior/ch">https://courses.lumenlearning.com/wm-organizationalbehavior/ch</a>



		<a href="https://www.aptiv.com/what-is-conflict/">apter/what-is-conflict/</a>
18	Conflict Resolution	<a href="https://mailchimp.com/resources/conflict-resolution-skills/#:~:text=Conflict%20resolution%20is%20the%20process,coworkers%20C%20clients%20and%20customers.">https://mailchimp.com/resources/conflict-resolution-skills/#:~:text=Conflict%20resolution%20is%20the%20process,coworkers%20C%20clients%20and%20customers.</a>
19	Understanding the Conflict Resolution Process	<a href="https://www.pon.harvard.edu/tag/conflict-resolution-process/">https://www.pon.harvard.edu/tag/conflict-resolution-process/</a>
20	Creating an Effective Atmosphere	<a href="https://hr.uw.edu/leadershipcafe/wp-content/uploads/sites/20/2020/01/Conflict-Resolution-Creating-an-Effective-Atmosphere.pdf">https://hr.uw.edu/leadershipcafe/wp-content/uploads/sites/20/2020/01/Conflict-Resolution-Creating-an-Effective-Atmosphere.pdf</a>
21	Evaluating the Situation	<a href="https://www.linkedin.com/advice/0/how-can-you-evaluate-your-conflict-resolution-strategies#:~:text=To%20evaluate%20your%20conflict%20resolution%20strategies%20it's%20important%20to%20first,all%20common%20causes%20of%20conflict.">https://www.linkedin.com/advice/0/how-can-you-evaluate-your-conflict-resolution-strategies#:~:text=To%20evaluate%20your%20conflict%20resolution%20strategies%20it's%20important%20to%20first,all%20common%20causes%20of%20conflict.</a>
22	Creating an Action Plan	<a href="https://smallbusiness.chron.com/action-plan-resolving-conflict-22352.html">https://smallbusiness.chron.com/action-plan-resolving-conflict-22352.html</a>
<b>Unit-V The power of persuasion</b>		
23	How empathy and sincerity work wonders for you	<a href="https://www.ccl.org/articles/leading-effectively-articles/empathy-in-the-workplace-a-tool-for-effective-leadership/">https://www.ccl.org/articles/leading-effectively-articles/empathy-in-the-workplace-a-tool-for-effective-leadership/</a>
24	Being a good listener	<a href="https://hbr.org/2021/12/how-to-become-a-better-listener">https://hbr.org/2021/12/how-to-become-a-better-listener</a>
25	Keeping attention where you want it	<a href="https://www.betterup.com/blog/15-ways-to-improve-your-focus-and-concentration-skills">https://www.betterup.com/blog/15-ways-to-improve-your-focus-and-concentration-skills</a>
26	Body Language: How to read non-verbal signals from others and send out the right ones	<a href="https://www.helpguide.org/articles/relationships-communication/nonverbal-communication.htm">https://www.helpguide.org/articles/relationships-communication/nonverbal-communication.htm</a>
27	The impact of good recall and simple tips to improve your memory	<a href="https://www.verywellmind.com/great-ways-to-improve-your-memory-2795356">https://www.verywellmind.com/great-ways-to-improve-your-memory-2795356</a>
28	The power of psycholinguistics	<a href="https://www.forumone.com/events/psycholinguistic">https://www.forumone.com/events/psycholinguistic</a>



		<a href="#">s-what-your-organizations-language-is-silently-communicating/</a>
29	Learn to use the telephone to your best advantage.	<a href="https://www.forbes.com/sites/thevec/2018/08/02/eight-ways-you-can-use-your-phone-to-actually-boost-relaxation-and-increase-productivity/">https://www.forbes.com/sites/thevec/2018/08/02/eight-ways-you-can-use-your-phone-to-actually-boost-relaxation-and-increase-productivity/</a>

### ADDITIONAL WEB RESOURCES

1	<b>MOOC: Successful Negotiation: Essential Strategies and Skills</b> <a href="https://www.coursera.org/learn/negotiation-skills?utm_medium=institutions&amp;utm_source=umich&amp;utm_campaign=adwords-successful-negotiation&amp;utm_term=%2Bnegotiation%20%2Bstrategy%20%2Bonline%20%2Bcourse&amp;gad_source=1&amp;gclid=Cj0KCQjw8MG1BhCoARIsAHxSiQnOgAf9jJe4Aw7jrE6Een_K21SXOtwdIR9wBInZlxi8INJPY6vWfX8aAkmNEALw_wcB">https://www.coursera.org/learn/negotiation-skills?utm_medium=institutions&amp;utm_source=umich&amp;utm_campaign=adwords-successful-negotiation&amp;utm_term=%2Bnegotiation%20%2Bstrategy%20%2Bonline%20%2Bcourse&amp;gad_source=1&amp;gclid=Cj0KCQjw8MG1BhCoARIsAHxSiQnOgAf9jJe4Aw7jrE6Een_K21SXOtwdIR9wBInZlxi8INJPY6vWfX8aAkmNEALw_wcB</a>
2	<b>NPTEL: Course on Conflict Management through Mediation</b> <a href="https://onlinecourses.nptel.ac.in/noc23_1w07/preview">https://onlinecourses.nptel.ac.in/noc23_1w07/preview</a>

### GRADING AND ASSESSMENT

- **Sessional Test:** 20 marks
- **Assignment:** 10 marks
- **Attendance:** 10 marks
- **Final Examination:** 60 marks

### COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

### FACULTY INFORMATION

- **Office Hours**  
Friday (12:05 PM-12.45 PM)
- **Contact Information**  
[swati.mba@mietjammu.in](mailto:swati.mba@mietjammu.in)