

Course Name: Strategic Negotiation for Project Managers	
Area of Study	Classroom Hours:
Project Management Fundamentals	7
Description:	
<p>Corporate negotiation is a process like all other business strategies. In today’s challenging and ever-changing business environment, it is imperative to understand negotiations from the perspective of both parties. In this course, we will use a research-based approach to negotiation that assists project management professionals in reaching their own business goals, while ensuring that their customers meet budget and professional objectives as well-going beyond win-win to achieve true, measurable business value for all parties at the negotiating table.</p> <p>Students will use a strategic, four-step negotiation process to understand how to attain quantifiable value in their dealings:</p> <ol style="list-style-type: none"> 1. Estimating the negotiation. What are the actual issues in the negotiation? Determine the effects, both positive and negative, of a lost deal. 2. Validating the estimation. A fact-finding exercise to confirm the accuracy of previously made assessments. 3. Creating value. Structure a series of deals creating measurable value for parties on both sides of the negotiation. 4. Dividing value. A presentation of “multiple equal offers” is made, providing more value and choices than they anticipated. <ul style="list-style-type: none"> ■ The Basics <ul style="list-style-type: none"> • Why a Process? • The Strategic Negotiation Process • Establishing a Negotiation Goal ■ The Process <ul style="list-style-type: none"> • The Consequences of No Agreement Estimation • The Wish List Estimation • Validating the Estimations • Gathering Data • Conducting the Validation Meeting • Developing Multiple Equal Offers • The Multiple Equal Offers Presentation ■ Applying the Process <ul style="list-style-type: none"> • Putting It All Together – Negotiations Practice • Using the BluePrint Process in Small AdHoc Negotiations • Using the BluePrint Process in Large and Complex Negotiations • Developing an Organization-Wide Negotiation Strategy 	
Students enrolled for this course should have the following:	
<ul style="list-style-type: none"> ■ Project Management Fundamentals ■ Project Management practical experience 	
Upon successful completion of this course, students will be able to:	
<ul style="list-style-type: none"> ■ Define the Consequences of Non-Agreement for both parties ■ Develop a Wish List of Negotiables ■ Conduct a Validation Meeting ■ Configure and present Multiple Equal Offers ■ Explain the Strategic Negotiations process to others 	