



# BUSINESS NEGOTIATION

## About the Program

Business Negotiation is a course developed around the Harvard Negotiation Model, which centers around the concept of “principled negotiation.”

## Learning Objectives



*Students taking this course will:*

- Understand the pitfalls of positional negotiation and learn the systematic framework of principled negotiation;
- Learn robust negotiation strategies that work over time;
- Come to understand their own strengths and weaknesses as negotiators;
- Learn to listen actively and manage personal differences;
- Gain the ability to delve for underlying interests and create value, leading to deals that provide mutual gain;
- Learn to identify and deal with difficult behaviors;
- Understand how to manage across the table and behind the table negotiations in multiparty negotiations.

Bespoke courses are available, and we are flexible in our packages and course duration. SolBridge academy offers various courses with optional modules or components that address specific client needs.

## Requirements



This course is designed for professional students who have an upper-intermediate to high grasp of the English language and have a demonstrated accuracy in reading, writing, speaking and listening.

## Outline of the Course

- Introduction to Principled Negotiation (3 hrs)

This section aims to introduce you to the core concepts of principled negotiation, including the 7-elements for negotiation success explained through case-study, with a brief practice negotiation session.

- Interpersonal and Intercultural Differences (3 hrs)

This section aims to improve your understanding of your tendencies as a negotiator and explores the challenges that come from negotiating with individuals with different personalities and cultural backgrounds.

- Creating Value (3 hrs)

This section aims to improve your ability to view negotiations from an integrative, non-distributive perspective. You will learn how to delve into underlying interests to create additional value, leading to more satisfactory outcomes in your negotiations.

## Duration



**This program can also be customized according to your group or company's preferences.**

## Location



Daejeon, South Korea.  
SolBridge International  
School of Business campus.

## Teaching Method



All class material's are 100% in english.

## Fees & Tuition



No application fee;  
900,000 KRW total tuition.

