

Nebraska Wesleyan University

Catalog 2016-2017

BUSAD 3600 Negotiation

3 hours

Majors, Minors & Degrees:

Minors

Human Resources Management

Marketing

Minors (Adult)

Human Resources Management

Marketing

Departments/Programs:

Business (Adult Undergraduate)

Business, Accounting and Economics (Undergraduate)

This course presents the fundamentals of business negotiation, strategies and tactics of a variety of negotiation styles and contexts, in addition to, individual differences and negotiation across cultures. Negotiation principles are analyzed through readings, cases, class discussion, presentations, and guest speakers. Application of these principles is provided during the course through a variety of negotiation exercises.

Prerequisite(s): Junior standing.

(Normally offered each spring semester.)