Nebraska Wesleyan University

BUSAD 3600 Negotiation

Catalog

2026-2027

Course Description

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.)

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)