



MODULE 5

Negotiation and Interpersonal Skills

This module forms part of the PLG MSc course in Pharmaceutical Business Development and Licensing. It can be studied on its own for a module credit or as part of a Certificate, Diploma or MSc degree.

In many companies, Business development departments do not have direct authority over other departments whose contribution is required to close the deal. Hence good communication and persuasive skills are a core competence. This module addresses the 'soft skills' which are essential for effective operations in Business Development. The subject areas covered include corporate culture, basic behavioural models, negotiations and communication.

CONTENT:

Unit 1: The Negotiator : Individual Perspectives, provides an introduction to negotiating and a detailed discussion of the concept of individual negotiating style. It identifies individuals negotiating style and recognises that of their counterparties, and considers the impact of culture on negotiating style.

Unit 2: Organisational Perspectives. This unit describes how organisational structures and processes impact upon the negotiating behaviour of the business development executive. The module content also recognises that within the organisation, there are discrete role cultures that interact with one another and the organisation to influence the negotiating mandate, strategy and objectives that are to be achieved.

Unit 3: Negotiating Face-to-Face Encounters, deals with the encounter between the representatives of the two or more parties who want to conclude an agreement by a solo negotiator. The unit examines what happens when there is a physical interaction, an encounter, i.e. the behaviour is not mediated by technology, the telephone or email and focusses exclusively on the impact of technology on the interaction between the parties.

Unit 4: Negotiating Faceless Negotiating Encounters. In this, the second Unit devoted to the negotiating encounter, focus is on faceless interaction eg telephone or email negotiating encounters.

Unit 5: Negotiating Team Encounters, analyses the role and function of teams in the negotiating process. It includes a detailed review of the role of the senior negotiator as team leader, motivator and manager. It concludes with an analysis of the impact of culture on team performance and behaviour.

Unit 6: Preparing to Negotiate. This unit considers in detail how we prepare for negotiations both within our own culture and across cultural boundaries. It also explores the demands placed upon the negotiator when planning for negotiations within their own organisation.

Unit 7: Managing the Negotiations, examines in detail, how we manage the negotiations both within our own culture and across cultural boundaries.