

ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
BUS437	NEGOTIATION AND CONFLICT MANAGEMENT	Elective	5	-	23/11/2025
Instructor of the Course & E-Mail Address	Ogr. Gor. Dr. Ilay Hicret Ozturk Kayalak				
Office Hours & Office Room	Fridays, 09:00-12:00- Room B240				
Course Content and Objectives	<ul style="list-style-type: none"> • Equipping the participants with the theoretical knowledge and the practical skills required by the effective negotiation and conflict management method. • Preparing the participants to the real-life negotiation deals in both micro and macro level • Employing dispute resolution techniques in a manner that builds and maintains healthy relationships with external or internal stakeholders. 				
Textbook(s)	<ul style="list-style-type: none"> • Lewicki, R.J.; Saunders, D.M.; Barry, B. (2020) Negotiation. 8th Edition McGraw- Hill • Fisher, R., Ury, W. L., & Patton, B. (2011). Getting to yes: Negotiating agreement without giving in. Penguin 				
Teaching Methods and Techniques	In this class role-plays, class discussions and visual materials will be used.				
Course Learning Outcomes	1	Understand their personal conflict management styles and develop better ways of managing conflict in micro and macro situations			
	2	Know the different types of strategies that are used to become effective negotiators and learn to critically assess these strategies.			
	3	Know the strategies to recognize the cognitive biases and deception during negotiations and situations where conflict needs to be managed			
	4	Know to how to prepare themselves and their organizations for uncertainty and learn how to adapt to changing circumstances			
	5	Know how to prepare themselves and their organizations for negotiations to achieve better outcomes as well as create an efficient strategy			
	6	Understand dynamics of negotiation, employ effective and practical negotiation strategies in varying and difficult settings			
	7	Create value by reaching mutually beneficial agreements and develop effective persuasion and communication skills			
Program Outcomes Contributed by the Course	Program Outcomes (PO)				
	P1	The course integrates theories of negotiation and conflict management with real-life simulations, enabling students to apply key management and behavioural concepts in practice.			
	P2	Students analyse negotiation and conflict scenarios, apply problem-solving strategies, and design effective solutions for interpersonal and organizational disputes.			
	P3	Through simulations and case projects, students learn creative approaches to deal-making, conflict resolution, and value creation.			
	P4	All course materials, discussions, and assessments are conducted in English, supporting the development of advanced business communication and persuasion skills			
	P6	Ethical reasoning is integrated throughout the course, particularly in discussions about fairness, trust, and responsibility in negotiation settings			
P8	Students engage in simulations and reflections that highlight empathy, respect for				

		diversity, and inclusive negotiation practices.	
	P10	The course explores cross-cultural negotiation and communication, enabling students to manage conflicts effectively in international and multicultural contexts.	
Contribution of the Course to Field Instruction	This course enhances students' professional competence in Business Administration and Management by developing their ability to analyse, negotiate, and manage conflicts effectively in organisational and cross-cultural contexts.		
Topics Covered in the Course	1. Week	Introduction and Course Overview	
	2. Week	Understanding Nature of Conflict – Introduction to Conflict Styles	
	3. Week	Managing Interpersonal Conflict Strategies	
	4. Week	Fundamentals of Negotiation	
	5. Week	Fundamentals of Negotiation Continued	
	6. Week	Distributive Bargaining	
	7. Week	Integrative Bargaining	
	8. Week	Midterm Week	
	9. Week	Negotiation: Strategy and Planning	
	10. Week	Power and Negotiation	
	11. Week	Communication and Negotiation	
	12. Week	Individual Differences: Gender, personality, and abilities	
	13. Week	Culture and Negotiation	
	14. Week	Best Negotiation Practices Managing Difficult Negotiations	
	15. Week	Recap	
Course Evaluation Criteria	In-Term Studies	Quantity	Percentage %
	Mid-terms		%
	Quizzes	4	%30
	Assignments	1	%15
	Attendance		%
	Practice (in class simulations)	4	% 40
	Project (Group)	1	% 15
	Final examination		%
	Total		100%
Disability Policy	<p>If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Business School AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.</p>		