

REAL ESTATE NEGOTIATION
PLA6358 SYLLABUS, 2 CREDITS, COLUMBIA GSAPP SUMMER 2021

Instructor:

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Grader:

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Adj. Professor of Clinical Law, Brooklyn Law School

Teaching Assistant:

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I. COURSE DESCRIPTION

Students will have the opportunity to develop their negotiation skills through simulations and through the study of negotiation theory. We will compare collaborative and competitive techniques, considering the risks and rewards of each in various contexts. Looking at both deals and conflicts, topics will include: game theory, strategy, persuasion, ADR, conflict coaching, cognitive bias, behavioral economics, active listening, and the role of the built environment.

II. SCHEDULE AND ONLINE FORMAT

We will meet on ***Wednesdays, 1-4 pm New York City time, from June 30, 2021 to August 4, 2021.*** Students are also required to meet with the Instructor or Grader for small tutorial sessions scheduled for ***Mondays from 4-6PM New York City time.***

III. COURSE EXPECTATIONS AND ASSIGNMENTS

Students will be expected to complete readings in advance of class, to participate in simulated negotiations, and to analyze their negotiations in short written assignments.

You should expect the Syllabus to change through written updates. Updates may include new versions of this document, emails, or other writings. In a conflict among communications from the Instructor, the latest written communication will govern.

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IV. READINGS

Alexandra Carter, Ask for More: 10 Questions to Negotiate Anything; Leigh L Thompson, The Truth About Negotiations (2 ed. 2013); *Additional course readings to be distributed*

V. COURSE GRADING CRITERIA

30%	Written Analysis of in-class negotiations, class exercises, assignments
20%	Attendance, class participation, and professionalism
20%	Tutorials
30%	Final project

VI. COURSE OUTLINE

Class 1 : Wednesday June 30, 2021

Introduction to Negotiation Theory & Practice

Readings:

- [Ask for More](#) Part I, Pages 1—20; [The Truth About Negotiations](#), Pages 1 — 26
- Fisher and Shapiro, Beyond Reason: Using Emotions as You Negotiate (2005), pp. 169-182 (“On Being Prepared”)

In-Class Exercises

- X/Y and Orange

Class 2: Wednesday July 7, 2021

Relationships, Communication, Needs, Options

Readings:

- [Ask for More](#) Part I, Pages 21—114 (“The Mirror”)
- Lax and Sebenius , 3-D Negotiation: Powerful Tools to Change the Game in Your Most Important Deals (2006), pp. 119-134 (“Move Northeast”)

In-Class Exercises

- Active listening / Looping

Skills A: Monday July 12, 2021

Exercises

- More active listening (three-way listening: facts, feelings, needs)

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Class 3: Wednesday July 14, 2021

Criteria, Alternatives, Commitments, Deal-Making

Readings:

- [Ask for More](#) Part II, Pages 115—end (“The Window”)
- [The Truth About Negotiations](#), Pages 27 — 54 (“The bottom line on bottom lines”)

In-Class Exercise: Sal/ly Broker

Skills B: Monday July 19, 2021

Exercises

- Negotiation styles
- Blocking & Disclosure (Real Estate Showings)

Class 4: Wednesday July 21, 2021

Dispute Resolution System Design

Real Estate Showings Debrief

Guest Speaker: Prof. Halley Anolik

Exercise

- MEND Case Study

Due: Looping Assignment (see Courseworks)

Skills C: Monday July 26, 2021

MEND Debrief

Class 5: Wednesday July 28, 2021

Psychology and Biases

Readings:

- [The Truth About Negotiations](#), Pages 101—156 (“Psychology” and “People problems . . .”) and 189—192
- Altitude Exercise

Skills D: Monday August 2, 2021

Readings:

- [The Truth About Negotiations](#), Pages 55—100 (“Black belt negotiation skills”)
- Thompson, *The Heart and Mind of the Negotiator* (5th ed. 2015), Pages. 240, 243

In-Class Exercise

- Discount Marketplace

Class 6: August 4, 2021

Big Final Negotiation:

Final Simulation (Teams)

Due: Negotiation & Anchoring Assignment (see Courseworks)

Final (Due August 11, 2021): After the last class, each team will upload a client memo reporting their results. (Details on this assignment will be posted to Courseworks.)

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VII. ACCOMMODATION STATEMENT

Columbia University is dedicated to facilitating equal access and to cultivating a campus culture that is sensitive and responsive to the needs of all students. If you wish to request an accommodation during the course, whether for disability, religious observance, family obligation, or other compelling personal circumstances, you are encouraged to reach out either to your instructor directly or to the office of the Associate Director for Academic Affairs of the Master of Science in Real Estate Development Program of the Graduate School of Architecture, Planning & Preservation (or in appropriate cases, to the University Office of Disability Services). All requests will be kept confidential to the extent practically possible.