



**KELLEY**  
SCHOOL OF BUSINESS  
Executive Education Programs

# Negotiation Fundamentals

Professional Certificate



# Certificate overview



Reframe everything you know about negotiation as you build the confidence, skills, and empathy to turn challenges into opportunities in your personal and professional life.

## Empower your negotiation acumen

Learn the basics of successful negotiation can change how you approach business. Join Kelley Executive Education's six-week online professional certificate, Negotiation Fundamentals, created to give business leaders, entrepreneurs, and forward-thinking professionals the essential skills to handle a variety of common negotiation situations more effectively.

### Key skills learned

Job and Salary Negotiation

Negotiation Planning

Relationship Management

Self-Advocacy

Creating Win-Win Agreements

Emotional Intelligence

Foundational Negotiation Strategies

# Certificate overview

## Designed for aspiring and established professionals

In every industry or profession, there are opportunities to enhance your negotiation skills. Through this professional certificate, you'll refine your negotiation skills for contracts and partnerships through collaborative conversations, gain insights into negotiating new hire benefits and salary, along with a variety of other critical negotiation concepts.



**Entrepreneurs**



**Employed Professionals**



**Business Leaders**



### Certificate highlights

**Duration:** 6 Weeks    **Cost:** \$1,495

- 4 start dates a year
- 15% tuition reduction for alumni and employees
- Special group enrollment rates available
- Register on your own online or by phone

[Register now](#)

[Call: 812-269-2239](tel:812-269-2239)

# Certificate modules

## What you'll learn

The course is broken into six modules – one module a week – each aligning to a negotiation concept, to equip you with a variety of strategies to influence commercial and team success.



### WEEK 1

#### Components of a Negotiation

Negotiation is but one strategy we use to resolve conflicts in situations where our preferences and wishes differ from those of other people. In this module, you'll learn important concepts like when you should - and should not - negotiate, how to apply the Dual Concerns Model to conflict, and how to manage negotiation dynamics.

### WEEK 2

#### Planning for Negotiation

Most of the success as a negotiator comes from effective planning. In this module, in addition to learning how to identify the conflict, develop your strategy, and design your opening offer, you'll learn how to prepare for some of the common cognitive biases that can disrupt the negotiation process while building trust.

### WEEK 3

#### Distributive Negotiation

Some negotiations are inherently competitive, like situations where there are limited resources to divide among multiple people. This module will help you understand the dynamics and strategies to successfully navigate these situations while managing your emotions.

### WEEK 4

#### Integrative Negotiation

Some of the most beneficial agreements happen when all parties feel as if they “won” the negotiation. This module focuses on Integrative Negotiation, equipping you with the know-how to achieve these “win-win” agreements through exploring shared interests, practicing empathy, and building trust.

### WEEK 5

#### Job and Salary Negotiation

In this module, you'll apply what you've learned to job and salary negotiations, a common challenge for all professionals. Learn how to develop strategic value and harness the power of likeability as you start to develop an understanding of a hiring organization's interests and constraints.

### WEEK 6

#### Everyday Negotiations

How are you going to use your improved negotiation skills at home, within an office setting, or in your community? In this module, you'll learn foundational strategies and skills to help you use negotiation principles in everyday life.

# Course expectations

Each week's module will contain two video lectures, a discussion board post, quiz, readings, and optional assignments. There are no textbook materials required. There will be at least one role play negotiation exercise during the course and two virtual, live class sessions with the instructor. Attendance and participation are highly recommended.



Upon successful completion of the course, you will receive a certificate of completion and a digital badge. You will also maintain read-only access to the course material for 12 months.

## Tuition and payment options

### Tuition reductions

Indiana University and Kelley School of Business alumni and employees are eligible to receive a 15% tuition reduction, upon verification. Corporate rates are also available when registering a group of three or more. Contact a student success representative for more information regarding group enrollments and other reductions you may qualify for.

### Payment options

Payment types accepted include credit cards, checks, wire transfers, corporate tuition assistance, and more. Payment plan options are also available. Contact a representative for more information.

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## Meet your instructor



**Carolyn Goerner**

Professor



“Negotiation is an integral part of what we do at work every day. Understanding the give and take of negotiation is a core skill for effective leadership.”

Dr. Carolyn Goerner has taught negotiation for over 30 years, coaching hundreds of people through challenging interactions. In addition, her eight courses on LinkedIn Learning, covering topics like Overcoming Impostor Syndrome and Empathy at Work, have reached more than 975,000 learners worldwide.

In her 25 years on the faculty at Indiana University, she has received multiple teaching awards, including the Trustees’ Teaching Award, the Kelley Direct Excellence in Teaching Award, and the Innovative Teaching Award. Her research on mentoring and group dynamics has been published in leading journals.





[Register now](#)

For more information about the Negotiation Fundamentals Professional Certificate or to register by phone:

[Call: 812-269-2239](tel:812-269-2239)

[Schedule a call](#)

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