

COURSE SYLLABUS

THE ART OF PRICING & CUSTOMER VALUE MANAGEMENT



Remi Smolinski

Professor/Academic Director

HHL Leipzig Graduate School
of Management



remigiusz.smolinski@hhl.de

SHORT BIOGRAPHY

Remi Smolinski graduated with a PhD from the HHL Leipzig Graduate School of Management in the field of international negotiation (2006). He was visiting scholar at the Harvard's Program on Negotiation and at Tufts University's Fletcher School of Law and Diplomacy. Dr. Remi Smolinski's research focuses on the theory and practice of negotiation, especially in an international environment. He has published numerous specialist articles in peer-reviewed journals and is a negotiation professor at HHL Leipzig Graduate School of Management. In addition to his academic career, he has extensive experience as a senior executive, management consultant, coach, and trainer. Prof. Smolinski is the founder of The Negotiation Challenge, international negotiation competitions for students and professionals and Academic Director of the Center for International Negotiation.



INTRODUCTION/COURSE DESCRIPTION

In today's competitive business landscape, negotiation skills are essential for driving success. Strategic Negotiation Performance is an innovative, practice-oriented course designed to equip students with cutting-edge strategies and experience in high-stakes negotiations. Through a combination of interactive lectures and hands-on exercises, participants will develop the skills needed to succeed in real-world negotiation scenarios. A key highlight of the course is an exciting negotiation competition that will involve all attending students. Participants will put their skills to the test in a series of competitive negotiation simulations, with attractive prizes awarded to top performers who demonstrate exceptional negotiation skills and strategic thinking.

COURSE OBJECTIVES

1. Understanding and applying core and advanced negotiation strategies and tactics
2. Developing value-creating and claiming techniques and persuasive communication skills
3. Applying conflict resolution tactics in complex negotiations
4. Analyzing and improving personal negotiation performance
5. Competing in dynamic negotiation scenarios to sharpen your skills

COURSE METHODOLOGY

The Strategic Negotiation Performance course combines theory with hands-on practice through interactive lectures, simulated negotiations, and detailed debriefs. Lectures cover key negotiation concepts, including value creation, strategies, and persuasion techniques. Students then apply these strategies in simulated negotiations, testing their skills. After each exercise, debrief sessions provide feedback to help students improve. This approach allows for continuous refinement and mastery in strategic negotiation.

EVALUATION SYSTEM

- Class Participation (20%)
- Performance in Negotiation Rounds (50%)
- Final Team-Based Simulation Project (30%)

COURSE PREREQUISITES

Interests in the topic.

