

Negotiation & Relationship Management

The course Negotiation & Relationship Management concerns the management and development of strategic business-to-business relationships as well as negotiations. The content of the course is motivated by the fact that an increasing proportion of value creation takes place in buyer-supplier relationships and supply networks. The course provides a fundamental introduction to analyze such relationships. A central aspect of the course is to provide a deep understanding of the core factors that influence the functioning of strategic business-to-business relationships.