



COR171
Negotiation and Relationship Management

Tutor-Marked Assignment 02
July 2016 Presentation

TUTOR-MARKED ASSIGNMENT 02

This tutor-marked assignment is worth 40% of the final mark for COR171 Negotiation and Relationship Management.

The cut-off date for this assignment is [2355hrs on 21 October 2016.](#)

Submit your solution document in the form of a *single* MS Word file on or before the cut-off date shown above.

Additional instructions:

1. You will need to indicate clearly on the front page your name, student ID, course title and assignment number.
 2. You must not copy any case from any course e.g. the internet. If you do, the plagiarism detection software “Turnitin” will be able to pick it up and **you will severely penalised**. You must document all information that you use from another source, or you will be **penalised severely**. If you copy from the work of another student, regardless of the course or programme, **you will be severely penalized**. You are **not permitted** to re-use material from past assignments whether in part or in full. All of the above actions can result in your **failing the TMA**.
 3. The word limit for each question is 500 words.
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This TMA assesses the following learning outcomes:

Students should be able to:

- List the various concepts in interest-based negotiations and conflict resolution
 - Develop Options and Best Alternative to a Negotiated Agreement
 - Describe and explain the interpersonal process of negotiation
 - Apply effective communication competence to achieve the desired outcomes
 - Analyse the substantive issues in the negotiations
 - Apply a principled negotiation approach to achieve good outcomes
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Questions

This TMA consists of **THREE (3)** questions. You must answer **ALL** the questions.

The Facts

Chang Chang is a company that supplies 70% of the nation's fish paste. The family-run company is headed by the Chariman, Tiki, and his brother, Teddy, who acts as the Vice-Chairman. Tiki has always been the spokesperson for the company, taking all the public credit for its success. Secretly craving the limelight, recognition and attention, Teddy has been waiting in the shadow of Tiki, waiting for his time to shine.

In recent times, Teddy has been in contact with a Chinese Corporation, Yu Rou, who wants to enter the local fish paste scene and take a slice of the profits. Eager for recognition, Teddy decides that he is interested in taking Yu Rou's offer to be their local CEO. Before Teddy can tell Tiki about his decision, Tiki finds out about Teddy's intended move through social media.

Furious, Tiki refuses to speak to Teddy despite the latter's best efforts. Teddy gets frustrated and tells Tiki that he is "a total brat, and has always been a Mummy's boy". In retaliation, Tiki contends that Teddy "smells bad" and that he will tell on him to their mother, who remains the lifetime director in Chang Chang. Teddy, who still has shares in the company, is forced to sell his shares back to Tiki and the company, as those are the terms set when the company was set up. Tiki only offers to pay \$0.50 a share despite each share being worth \$5 a share, using the reason that the shares held by Teddy are worthless because they belong to him. Tiki also tells Teddy that he has been a horrible Vice-Chairman and failed in his duties, despite not providing any evidence. Teddy loses it and claims that Tiki will hear from his lawyers.

Teddy is upset at the entire turn of events. He did not expect his brother to hear about his intended move to Yu Rou through social media. Despite his longing for attention, Teddy loves his family and has no intention to upset his brother or to have relations sour like this. Teddy merely wanted a chance to prove that he could succeed on his own as the leader of a company. In fact, he had always planned to come back to Chang Chang in the end, to lead the company to greater heights.

Privately, Tiki feels let down, as he had always felt that he was the face of Chang Chang because he thought Teddy was not interested in the Public Relations work. In fact, Tiki would rather have his brother back. As Chairman, he is also concerned that Teddy's defection to Yu Rou will adversely affect Chang Chang as a whole, both internally and externally with customers.

Question 1

Identify the interests of the following individuals in the case above:

(a) Tiki; and (10 marks)

(b) Teddy (10 marks)

Question 2

Identify and explain the negative negotiation tactics used by Tiki and Teddy. (30 marks)

Question 3

Apply the appropriate countermeasure to each of the negative negotiation tactics identified in Question 2. (50 marks)

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