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Course Information

Course Title: Effective Negotiation #367622

Number of continuing education credit hours recommended for this course:

In accordance with the standards of the National Registry of CPE Sponsors CPE credits have been granted based on a 50-minute hour.

CPA: 5 (All states)

National Registry of CPE Sponsors ID Number: 107615.

Sponsor numbers for states requiring sponsor registration

Florida Division of Certified Public Accountancy: 4761 (Ethics #11467)

Hawaii Board of Accountancy: 14003

New York State Board of Accountancy (for ethics): 002146

Ohio State Board of Accountancy: M0021

Pennsylvania Board of Accountancy: PX178025

Texas State Board of Accountancy: 009349

Course Description

This course discusses how to be a more effective negotiator. It does so by introducing the basic negotiation concepts, including the best alternative to a negotiated agreement, the reservation price, and the zone of possible agreement. The course also notes the differences between distributive and integrative negotiations. It addresses the characteristics of a negotiator, how to prepare for a negotiation, and the types of tactics that can be used in a negotiation. Attention is also paid to dealing with failing negotiations, negotiations with employees and suppliers, and how to measure the effectiveness of negotiations.

Course Content

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Author: Steven M. Bragg, CPA.

Final exam (online): Twenty-five questions (multiple-choice).

Program Delivery Method: NASBA QAS Self-Study (interactive)

Subject Codes/Field of Study

NASBA (CPA): Business Management & Organization

Course Level, Prerequisites, and Advance Preparation Requirements

Program level: Overview

Prerequisites: None.

Advance Preparation: None

Instructions for Taking This Course

- Log in to your secure account at www.bhfe.com. Go to "My Account."
- You must complete this course within one year of purchase (If the course is "Expired," contact us and we will add the latest edition of the course to your account (no charge).
- To retain the course-PDF after completion (for future reference) and to enable enhanced navigation: From "My Account," Download and save the course-PDF to your computer. This will enable the search function (Menu: Edit>Find) and bookmarks (icon on left side of document window).
- Complete the course by following the learning objectives listed for the course, studying the text, and, if included, studying the review questions at the end of each major section (or at the end of the course).
- Once you have completed studying the course and you are confident that the learning objectives have been met, answer the final exam questions (online).

Instructions for Taking the Online Exam

- Log in to your secure account at www.bhfe.com. Go to "My Account."
- A passing grade of at least 70% is required on the exam for this course.
- You will have three attempts to pass the exam (call or email us after three unsuccessful attempts for instructions).
- The exam is not timed, and it does not need to be completed in one session.
- For a printed copy of the exam questions, open the exam and press "Print Exam."
- Once you pass the exam, the results (correct/incorrect answers) and certificate of completion appear in "My Account." A confirmation email is also sent.
- CFP Board and IRS credit hours, if applicable, are reported on Tuesdays and at the end of the month.

Have a question? Call us at 800-588-7039 or email us at contact@bhfe.com.

Learning Objectives

- Recognize when it is not appropriate to engage in a negotiation.
- Describe how value creation through trades works.
- Describe the different win-loss combinations and what causes each one.
- Specify the core elements driving the outcome of a deal.
- Describe the characteristics of a successful negotiator.
- Recognize the impact of anxiety on a negotiation.
- Identify the types of preparation work to complete prior to a negotiation.
- Describe how to deal with a weak BATNA.
- Specify the circumstances under which to hire a professional negotiator.
- Specify the advantages of framing in a negotiation.
- Cite the options available for relieving tension in a negotiation meeting.
- Recognize the nature of the negotiator's dilemma.
- Specify the variations on how a commitment statement can be sent.
- Recognize the situations in which an exploding offer may be used.
- Describe when final-offer arbitration is used and its shortcomings.
- Specify the differences between arbitration and mediation.
- State why a negotiation should be fully documented.
- Describe why the timing of additional settlements can be beneficial.
- Identify the options for reducing the financial burden of a compensation arrangement.
- Identify the members of a negotiation team and note why they are on the team.
- Recognize the different types of cost-sharing clauses that may be used with a supplier.
- Specify the offsetting clauses that can be used when a buyer wants to include an early contract termination clause in a contract.
- Identify the factors that can be used to judge the outcome of a negotiation.

About the Author

Steven Bragg, CPA, has been the chief financial officer or controller of four companies, as well as a consulting manager at Ernst & Young. He received a master's degree in finance from Bentley College, an MBA from Babson College, and a Bachelor's degree in Economics from the University of Maine. He has been the two-time President of the Colorado Mountain Club, and is an avid alpine skier, mountain biker, and certified master diver. Mr. Bragg resides in Centennial, Colorado. He has written numerous books on accounting, finance, and human resources/personnel.

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