**决策、说服与谈判艺术**

课程简介

你可能没有察觉，但我们每天都在做出无数个决策，其中许多都涉及如何说服他人、如何谈判以及如何施加影响力。如何让客户信任你的创意？如何为一个项目争取最有利的条件？如何在团队中推动对你有利的动态？在几乎所有职业中，这些能力不仅仅是加分项，而是关键技能。然而，研究发现，即便是最聪明的人，也常常陷入各种认知偏差，这些偏差会影响我们的判断力，削弱说服他人的能力，甚至导致谈判策略失效。

本课程将深入探讨驱动人类行为的深层机制。我们将借助商业、经济学、心理学和神经科学中的前沿研究，学习经过实证验证的原理，帮助你在**决策力、说服力与谈判力**方面全面提升。课程不仅注重理论，更强调实际应用。课程的一个核心部分是将所学原理应用于学生所在组织中所面临的问题，涵盖从市场营销与销售到领导力、行为设计以及投资决策等多个领域。学生还将有机会通过决策实验和谈判演练，学习并实践这些原理。课程将采用多元化教学方式，包括讲授、课堂实验、案例分析、小组讨论与角色扮演等环节。

授课教师

张焕人是南丹麦大学经济系的副教授，讲授行为经济学、经济学原理、管理决策、说服与谈判等课程。他开设的课程《决策、说服与谈判艺术》是南丹麦大学最受学生欢迎的课程之一。作为一名行为经济学家，他运用实验方法、博弈论、计算模型与实证分析手段，研究个体与组织的行为模式。 他的研究成果发表在多个国际权威期刊上，包括《Games and Economic Behavior》《Research Policy》《Journal of Experimental Social Psychology》《Personality and Social Psychology Bulletin》以及《Nature Scientific Reports》。他现任《Frontiers in Behavioral Economics》期刊的编委。

**Decision, Persuasion, and Negotiation**

**Course Overview**

Realizing it or not, we make numerous decisions every day, many of which concern how to persuade, how to negotiate, and how to exert influence on other people. How do you convince a client to trust your idea? How do you negotiate the best terms for a project? How do you influence team dynamics to your favor? In virtually any profession, these skills are not just advantageous—they're vital. However, research indicates that, intriguingly, even the brightest minds among us fall prey to biases that can skew our decisions, hinder our ability to persuade, and weaken our negotiation tactics.

This course delves deep into the underlying forces that drive human behavior. Drawing from rich studies in business, economics, psychology, and neuroscience, we will explore empirically validated principles that will elevate the quality and impact of your decisions, persuasive abilities, and negotiation strategies. More than just theory, this course is deeply rooted in application. An integral part of the course is the application of the principles to solve the problem encountered by the students in their own organizations, from marketing and sales to leadership, behavioral design, and investment decisions. Students also have the opportunities to learn and practice these principles in decision-making experiments and negotiation exercises. Classes will be a combination of lectures, in-class experiments, case studies, group discussions, and role-play simulation.

**Instructor**

Huanren Zhang is an Associate Professor at the Department of Economics, University of Southern Denmark, where he teaches courses on Behavioral Economics, Economic Principles, Managerial Decision Making, Persuasion, and Negotiation. His course *Decision, Persuasion, and Negotiation* is among the most popular courses at the University of Southern Denmark.

As a behavioral economist, he uses experiments, game theory, computational models, and empirical analysis to explore human and organizational behavior. His research has been published in journals such Games and Economic Behavior, Research Policy, Journal of Experimental Social Psychology, Personality and Social Psychology Bulletin, and Nature Scientific Reports. He serves on the Editorial Board of *Frontiers in Behavioral Economics*.