

## 27641 - Sociological Techniques for Business Negotiation

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	5.0
<b>Course</b>	4
<b>Period</b>	First semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

#### **5.1.General methodological presentation**

The intervention model is developed by the students themselves, their involvement and their efforts are essential for success. We intend therefore to encourage an open and critical attitude to the complexity of today's society. If the program is followed with these recommendations will be much easier to do the readings and activities.

The learning process is active. This is the main methodological principle on which we rely. The teacher will provide different elements to facilitate learning, including the Digital Teaching Platform (ADD). The detailed schedule of learning activities will be provided taking into account the context in which the teaching of each group develops: calendar, classrooms, schedules, groups, number of students per class, teacher teaching load, etc.

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### 5.2.Learning activities

The program that the student is offered to help achieve the expected results includes the following activities ...

Activity	Number of hours
Master class	20
Classroom practicum	30
Student autonomous work	65
Conducting evaluation tests	10
<b>Total</b>	<b>125</b>

Teaching activities ("Lectures") will basically consist of lectures with the group as a whole, where the theoretical foundations of the subject will be presented and references will be provided.

Teaching activities "Classroom Practicum" will mean a more practical approach to the subject, through exchange of ideas, discussions, problems, cases, individual and / or group, tests in the classroom (role playing with different negotiation situations ), case studies (depending on the subjects in class).

### 5.3.Program

#### UNIT 1. ELEMENTS TO CONSIDER IN NEGOTIATIONS

- Objective elements necessary for the existence of a negotiation
- Actors, objects and relationships.

#### UNIT 2 PREPARATION OF NEGOTIATIONS

- Knowledge and definitions of a specific negotiation
- Negotiation Styles.
- Types of negotiation.

#### UNIT 3. PROCESS AND DEVELOPMENT OF NEGOTIATIONS

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- Phases of negotiations.
- Preparation
  - Objectives of a negotiation
  - Classification of variables
  - Negotiation table
  - Development.
  - Close or Agreement.

### UNIT 4. TYPES, STYLES AND NEGOTIATING TACTICS

- Tactics and strategies

### UNIT 5. COMMUNICATION IN NEGOTIATIONS

- Identifying the language of the other party and tailored language.
- Sintonizing with the other party.
- Leading the communication process.
- Nonverbal language.
- Perception process and subliminal communication.

### UNIT 6 SOCIAL SKILLS

- Emotional intelligence: managing emotions.
- Other: active listening, empathy, assertiveness, etc.

### 5.4.Planning and scheduling

### 5.5.Bibliography and recommended resources