

## 27641 - Sociological Techniques for Business Negotiation

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	27641 - Sociological Techniques for Business Negotiation
<b>Faculty / School</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	5.0
<b>Year</b>	4
<b>Semester</b>	First semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.General information**

#### **1.1.Aims of the course**

#### **1.2.Context and importance of this course in the degree**

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

### **2.Learning goals**

#### **2.1.Competences**

#### **2.2.Learning goals**

#### **2.3.Importance of learning goals**

### **3.Assessment (1st and 2nd call)**

#### **3.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **4.Methodology, learning tasks, syllabus and resources**

#### **4.1.Methodological overview**

The methodology followed in this course is oriented towards the achievement of the learning objectives. It is based on active and participatory methodologies that favor the development and professional growth of students. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks.

Students are expected to participate actively in class throughout the semester.

Classroom materials will be available via Moodle. These include a repository of the lecture notes used in class, course information, the course syllabus, as well as other course-specific learning materials, including a discussion forum.

### 4.2. Learning tasks

The course (125 hours) includes the following learning tasks:

- Lectures (20 hours). Sessions with the whole group of students, where the theoretical contents of the course will be presented and references will be provided.
- Practice sessions (65 hours). It consists on a more practical approach to the course through the exchange of ideas, discussions, problems, individual and / or group tasks, tests in the classroom (role playing with different negotiation situations), case studies (depending on the class subjects).
- Autonomous work and study (30 hours)
- Assessment tasks (10 hours). Multiple-choice questions.

### 4.3. Syllabus

The course will address the following topics:

- Topic 1. ELEMENTS TO CONSIDER IN NEGOTIATIONS
  - Objective elements necessary for the existence of a negotiation
  - Actors, objects and relationships.
- Topic 2 PREPARATION OF NEGOTIATIONS
  - Knowledge and definitions of a specific negotiation
  - Negotiation Styles.
  - Types of negotiation.
- Topic 3. PROCESS AND DEVELOPMENT OF NEGOTIATIONS
  - Phases of negotiations.
  - Preparation
    - Objectives of a negotiation
    - Classification of variables
    - Negotiation table
  - Development.
  - Close or Agreement.
- Topic 4. TYPES, STYLES AND NEGOTIATING TACTICS
  - Tactics and strategies
- Topic 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.
- Topic 6 SOCIAL SKILLS
  - Emotional intelligence: managing emotions.
  - Other: active listening, empathy, assertiveness, etc.

### 4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

### 4.5. Bibliography and recommended resources