

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	5.0
Year	4
Semester	First semester
Subject Type	Optional
Module	---

1.General information**1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.Methodological overview**

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

27641 - Sociological Techniques for Business Negotiation

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.

5.2.Learning tasks

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
Total	125

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.Syllabus

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.

27641 - Sociological Techniques for Business Negotiation

UNIT 3. PROCESS AND DEVELOPMENT OF NEGOTIATIONS

- 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.Course planning and calendar

5.5.Bibliography and recommended resources