

## 27641 - Sociological Techniques for Business Negotiation

### Syllabus Information

**Academic Year:** 2020/21

**Subject:** 27641 - Sociological Techniques for Business Negotiation

**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.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 learning process that has been designed for this subject is based on the following:

In the intervention model developed by the students themselves, their involvement and effort are essential for the development and professional growth.

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.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

#### 4.2.Learning tasks

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

activities:

Activity	Number of hours
<a href="#">Theory sesión</a>	20
<a href="#">Practice session</a>	30
<a href="#">Autonomous work and study</a>	65
<a href="#">Assessment</a>	10
<b>Total</b>	125

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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).

The assessment will be prepared to be carried out as face-to-face examination. but if health circumstances do not allow it. they will be carried out by doing it entirely online or in a blended way. In the case of online exams. it is important to highlight that. the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

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The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

### 4.3.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.

#### 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. STRATEGIES AND TACTICS IN NEGOTIATIONS

- 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.

### **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**