

## 27641 - Sociological Techniques for Business Negotiation

### Syllabus Information

**Academic year:** 2023/24

**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

This elective is designed to improve the understanding of business negotiation processes and to develop students' management skills.

Business negotiation is a tool to create value. The acquisition of negotiation skills has become a necessity in today's socio-economic environment, where companies face intense competition for consumer attention.

This subject provides theoretical and practical training to enable students to: identify market opportunities and customer needs, anticipate changes in the environment, and determine strategies and commercial actions.

These goals are aligned with the following Sustainable Development Goals (SDGs): 4. Quality Education; 5.

Gender equality; 12. Responsible Production and Consumption

### 2. Learning results

R1.- Identify the elements involved in negotiation processes.

R2.- Describe different negotiation processes.

R3.- Recognize and evaluate argumentation strategies.

R4.- Identification of negotiation styles.

R5.- To know the different parts of the face-to-face negotiation process.

R6.- Implement a negotiation process.

### 3. Syllabus

UNIT 1. Introduction: Basic Elements of Negotiation

UNIT 2. Negotiation Styles and Types

UNIT 3. Preparation

Collecting information

Establish objectives

Identify the negotiation zone

UNIT 4. The Negotiation Process

Setting the agenda

Knowing how to ask, knowing how to listen

Take positions and argue.

Objections and concessions

Closing and agreement

UNIT 5. Strategies and tactics

Types of strategy

Tactics according to the situation  
UNIT 6. Communication Skills  
Use of language  
Cultural diversity and other obstacles to communication  
UNIT 7. Social Skills  
Use of space  
Emotion management  
Assertiveness

#### 4. Academic activities

The learning process must be led by the students themselves, whose involvement and effort are essential to develop their negotiation skills.

The faculty will provide elements and resources to facilitate learning. The programming of the learning activities includes the following:

*Master Class* 20 hours

*Classroom practices:* 30 hours

*Autonomous work of the student:* 65 hours

*Conducting assessment tests:* 10 hours

The "Master Classes" will deal with the theoretical foundations of the subject.

The "Classroom Practices" will consist of problem solving, cases and exercises in different negotiation situations.

#### 5. Assessment system

In FIRST CALL two evaluation systems are proposed:

##### **Continuous Assessment:**

- Practical activities in the classroom (60% of the grade). It consists of carrying out negotiation exercises and solving problems in the classroom, orally or in writing, individually or in groups, during the year.
- Written test (40% of the grade). It will consist of open-ended questions on the contents of the subject.

In order to pass the course it is necessary to pass both parts.

**Global Assessment:** It consists of a written test, with two parts:

- Theoretical part (40% of the grade) open questions of development on the contents of the subject.
- Practical part (60% of the grade): written resolution of negotiation situations.

SECOND CALL FOR APPLICATIONS: Global evaluation system. Written test governed by the same conditions as those of Global Evaluation in first call.

##### **Assessment Criteria:**

In both the written tests and the practical tests in the classroom, the following will be assessed: the correctness of the presentation of the subject, the internal coherence of the answers, the capacity for reasoning and expression, the creativity in proposing solutions, the capacity to apply theoretical knowledge in practice.