

# PS379-15 Negotiation and Influence

**22/23**

**Department**

Psychology

**Level**

Undergraduate Level 3

**Module leader**

Thomas Hills

**Credit value**

15

**Module duration**

12 weeks

**Assessment**

40% coursework, 60% exam

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

How we negotiate and influence one another are key aspects of behavioural science. They have tremendous consequences for modern life. They influence the quality of our relationships, the success of our business deals, the power of our management strategies, the impact of our marketing campaigns, the robustness of government policy, and tides of international diplomacy. 'Negotiation and Influence' will address these topics by providing students with an interactive framework for learning the art and science of negotiation, communication, conflict resolution, strategic interaction, diplomacy, and behavioural influence.

### Module aims

- Learn a toolbox of effective methods for influencing ourselves and others
- Learn how these methods can be used in high and low-stakes negotiations
- Gain first hand experience negotiating
- Increase self-awareness and communication skills
- Understand contemporary research in behavioural science, nudging, boosting, and behaviour change

### Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

This module will cover the science and real-world application of negotiation and influence. Students will learn why these skills are important and how to use them in a series of life-like simulations designed to reinforce key concepts and give students the opportunity to practice and hone their skills. Students will also learn about cutting edge research in behaviour change, nudging, and boosting, and gain experience using tools for breaking down and approaching behaviour change problems effectively.

## **Learning outcomes**

By the end of the module, students should be able to:

- Design effective behavioural influence strategies for a variety of real-world problems
- Understand and implement basic and advanced principles of negotiation
- Evaluate and critique research in the behavioural sciences on the topic of behaviour change
- Apply a range of strategies for addressing real world conflict mediation

## **Indicative reading list**

Hills, T. (2023) The ABCs of Behavioural Influence.

Malhotra and Bazerman (2008) Negotiation Genius.

## **Interdisciplinary**

This module incorporates historical case studies and tools useful for business negotiation and marketing.

## **Subject specific skills**

- Negotiation
- Behavioural Influence
- Communication
- Self-motivation

## **Transferable skills**

- Negotiation
- Behavioural Influence
- Communication
- Self-motivation

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## **Study**

## Study time

Type	Required
Lectures	12 sessions of 2 hours (16%)
Seminars	10 sessions of 1 hour (7%)
Assessment	116 hours (77%)
Total	150 hours

## Private study description

No private study requirements defined for this module.

## Costs

No further costs have been identified for this module.

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## Assessment

You do not need to pass all assessment components to pass the module.

### Assessment group D

	Weighting	Study time	Eligible for self-certification
Assessment component			
Quiz	30%	16 hours	No

There will be three quizzes. Students mark is the average of the best two. Thus, all students, including those with mitigating circumstances, are able to drop one.

Reassessment component is the same

Assessment component

Participation	10%	20 hours	No
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9% of the students mark will consist of online and in-class participation.  
1% will depend on negotiation performance.

## Weighting

## Study time

## Eligible for self-certification

Reassessment component is the same

### Assessment component

Online Examination      60%      80 hours      No

This will cover the entirety of the module's content.

~Platforms - AEP

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- Online examination: No Answerbook required

Reassessment component is the same

## Feedback on assessment

I will go over all quizzes in class.

[Past exam papers for PS379](#)

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## Availability

## Courses

This module is Optional for:

- Year 3 of UPSA-C800 Undergraduate Psychology
- Year 4 of UPSA-C806 Undergraduate Psychology with Education Studies (with Intercalated Year)

This module is Option list A for:

- Year 3 of UPSA-C804 Undergraduate Psychology with Education Studies

This module is Option list B for:

- Year 3 of UPHA-VL78 BA in Philosophy with Psychology
- Year 1 of TPSS-C8P9 Postgraduate Taught Psychological Research

This module is Option list C for:

- Year 3 of UPSA-C802 Undergraduate Psychology with Linguistics
- Year 4 of UPSA-C805 Undergraduate Psychology with Linguistics (with Intercalated Year)

This module is Unusual option for:

- Year 4 of UPSA-C805 Undergraduate Psychology with Linguistics (with Intercalated Year)