

# PS379-15 Negotiation and Influence

**24/25**

**Department**

Psychology

**Level**

Undergraduate Level 3

**Module leader**

Thomas Hills

**Credit value**

15

**Module duration**

12 weeks

**Assessment**

45% coursework, 55% 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, marketing, and day-to-day interpersonal interactions associated with self-advocacy.

## **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	11 sessions of 2 hours (15%)
Seminars	10 sessions of 1 hour (7%)
Assessment	118 hours (79%)
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 D2

	Weighting	Study time
Participation	5%	28 hours
5% of the students' mark will consist of online and in-class participation.		
Blog Project	40%	40 hours
Students in groups will present a group project in an online blog that demonstrates or applies principles learned in lectures		
Online Examination	55%	50 hours
This will cover the entirety of the module's content.		
~Platforms - AEP		

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- Online examination: No Answerbook required

## Feedback on assessment

Participation marks will be discussed in class. Blog Project will receive feedback with mark.

## Availability

### Courses

Course availability information is based on the current academic year, so it may change.

This module is Optional for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
  - Year 3 of L1CA Economics, Psychology and Philosophy
  - Year 3 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
  - Year 3 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
  - Year 3 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
- UPHA-L1CB Undergraduate Economics, Psychology and Philosophy (with Intercalated Year)
  - Year 4 of L1CG Economics, Psychology and Philosophy (Behavioural Economics Pathway) (with Intercalated Year)
  - Year 4 of L1CH Economics, Psychology and Philosophy (Economics with Philosophy Pathway) (with Intercalated Year)
  - Year 4 of L1CJ Economics, Psychology and Philosophy (Philosophy and Psychology Pathway) (with Intercalated Year)
  - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
  - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
- Year 3 of UPSA-C800 Undergraduate Psychology
- Year 4 of UPSA-C801 Undergraduate Psychology (with Intercalated year)
- Year 4 of UPSA-C806 Undergraduate Psychology with Education Studies (with Intercalated Year)

This module is Unusual option for:

- Year 3 of UPHA-L1CA Undergraduate Economics, Psychology and Philosophy

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)