IB3NE-15 Negotiation

26/27

Department
Warwick Business School
Level
Undergraduate Level 3
Module leader
Daniel Read
Credit value
15
Module duration
10 weeks
Assessment
Multiple
Study location
University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.

From job interviews to managing difficult conversations, this module teaches negotiation as a broad, life-changing skillset including bargaining, valuation, auctions, nudging, persuasion, strategy, and influence. Designed for students entering the workplace, you'll get actionable skills, proven techniques used by leaders and studied by top researchers, and extensive hands-on practice. You will also explore how cutting-edge AI can support your negotiations. You will also learn about negotiation theory, ethics, the role of culture, and the key part emotions play in every negotiation. You will complete this module a more confident person, equipped with valuable soft skills and deep theoretical understanding, and a knowledge of how to increase your influence on the world around you.

Module web page

Module aims

Develop a Foundational Understanding of Negotiation Concepts and Theories

Develop a negotiation mindset.

Apply negotiation tactics to a broad range of situations especially those you are likely to encounter in your personal and professional life

Cultivate cross-cultural skills and understand individual differences in negotiation approaches

Use analytic tools to plan and reflect on your own negotiations

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.

Introduction to Negotiation. Core concepts (BATNA, ZOPA, Reservation point, etc) and a simple negotiation exercise.
Bargaining Theory (Nash, Rubinstein) & Practical Applications
Distributive vs. Integrative Negotiations & the 3D Negotiation Model
Splitting the Pie & Problems of Fair Division
Emotions, Listening, and Building Rapport
Ethics and Culture in Negotiation
The Psychology of Persuasion and Influence
Negotiations and Auctions
Negotiating a Job Offer (Skills focus)
Group Presentations & Debrief

Learning outcomes

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

- Explain and use key concepts like distributive/integrative bargaining, BATNA (Best Alternative to a Negotiated Agreement), ZOPA (Zone of Possible Agreement), and anchoring.
- Identify and understand when to appropriately apply styles such as competitive, collaborative, compromising, avoiding, or accommodating.
- Recognise and respond to scenarios where ethics and "winning" conflict.
- Identify essential details that affect the negotiation and create realistic alternative plans.
- Analyse situations using basic negotiation and bargaining theory and be able to describe the Nash bargaining solution, the Shapley value, Rubinstein bargaining and some basic ways to divide goods.
- Obtain a critical perspective on bargaining and negotiation and go.
- Learn from observing their own negotiations areas where they might improve, and how they can help others improve.

Indicative reading list

Reading lists can be found in Talis

Interdisciplinary

This module will draw on multiple strands of research, especially from psychology, economics and management.

International

The module will emphasise cultural factors in negotiation. Cases will be drawn from multiple countries and cultures.

Subject specific skills

Prepare for a negotiation and to actually negotiate "at the table".

Practice verbal and non-verbal techniques to convey needs and concerns in negotiations.

Transferable skills

Have the courage and desire to negotiate when it can make a difference.

Recognise and use negotiation skills appropriate to collaboration and teamwork.

Use AI to analyse negotiations and other social situations.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

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

Assessment group A1

	Weighting	Study time	Eligible for self-certification
Individual Assignment	90%	65 hours	Yes (extension)
Participation	10%	8 hours	No

Assessment group R1

	Weighting	Study time	Eligible for self-certification
Individual Assignment	100%		Yes (extension)

Feedback on assessment

Feedback will be provided via my.wbs.

Availability

There is currently no information about the courses for which this module is core or optional.