

# IB9HX-15 Negotiation

**26/27**

**Department**

Warwick Business School

**Level**

Taught Postgraduate Level

**Module leader**

Harinder Singh

**Credit value**

15

**Module duration**

9 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

We will look at the importance of negotiation in every human encounter and how to become effective in negotiations. As such it is a life skill and one that also plays out in human interactions in the workplace and in business. We will look at the different types of negotiation and you will develop the skills to become a more effective negotiator.

A naïve view of negotiation sees it as a battle between two opponents who are seeking to 'win' and come out of the negotiation feeling they have got the best deal (so called 'fixed pie' or distributive/-competitive negotiation). In situations where you have an on-going relationship with your opponent then you might want to seek a win: win (or a integrative/cooperative) negotiation which can expand the pie or the overall value of negotiation. Negotiation can be a process of problem-solving, and negotiation is also about creating value and the issue of which party captures that value.

[Module web page](#)

### Module aims

Will provide students with a core knowledge of approaches to negotiation

Will provide an in-depth understanding of different levels of analysis in negotiations

Will distinguish between distributive-competitive models and integrative-cooperative models of

negotiation and the personal skills required for successful negotiation

Will formalise students with leading edge knowledge and research in the field of Negotiation

Will develop students' critical and analytical skills through group work and presentations

## 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.

Indicative syllabus:

Introduction to Negotiation: Is it a universal human activity?

Theories of Distributive and Integrative theories of negotiation: What value can be produced through negotiation?

The Psychology of Negotiations: Managing bias or managing irrationality?

Negotiation in Marketing and Sales: Negotiating or forming customer relationships?

Negotiating across cultures: Avoiding talking past each other

Negotiation as a problem-solving approach: What is the problem anyway?

Negotiation and Bargaining: How to negotiate a salary increase?

The ethics of negotiation: Is there a fair way to negotiate?

Performance, metrics and mythologies: What does success look like?

## Learning outcomes

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

- Demonstrate a comprehensive knowledge of the different processes, approaches and uses of negotiations
- Demonstrate a systematic awareness of reflective and reflexive approaches to understanding negotiations in workplace settings.
- Critically analyse academic papers to understand key issues and different levels of analysis in negotiations.

## Indicative reading list

[Reading lists can be found in Talis](#)

## Interdisciplinary

Materials are drawn from anthropology, psychology, strategy and practice. There is also an element of art and visualisation inherent in the module

## International

Case studies and examples are drawn from different countries and regions.

The materials reflect the impact of culture and cross-cultural negotiation is found in the lectures and assessments

## Subject specific skills

Evaluate the strengths and weakness of current theory in negotiation

Analyse and evaluate case studies to propose potential solutions to negotiation problems

Demonstrate developed negotiation skills, emotional intelligence and reflexivity

## Transferable skills

Written communication skills

Problem solving skills

Reflection and reflexivity skills

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## Study

### Study time

| Type                                 | Required                    |
|--------------------------------------|-----------------------------|
| Practical classes                    | 9 sessions of 2 hours (12%) |
| Online learning (scheduled sessions) | 10 sessions of 1 hour (7%)  |
| Private study                        | 50 hours (33%)              |
| Assessment                           | 72 hours (48%)              |
| Total                                | 150 hours                   |

### Private study description

Private study to include preparation for lectures and seminars

## 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 A5

|                      | Weighting | Study time | Eligible for self-certification |
|----------------------|-----------|------------|---------------------------------|
| Assessment component |           |            |                                 |
| Reflective essay     | 90%       | 65 hours   | Yes (extension)                 |

Reassessment component is the same

Assessment component

|               |     |         |    |
|---------------|-----|---------|----|
| Participation | 10% | 7 hours | No |
|---------------|-----|---------|----|

Reassessment component is the same

## Feedback on assessment

Feedback via my.wbs

## Availability

## Courses

This module is Core for:

- Year 1 of TIBS-N500 MSc in Marketing and Strategy