MODULE SPECIFICATION FORM

Module Title: Negotiating to 'Yes'	Level: 7	Credit Value: 10

Module code: BUS774	Cost Centre: GAMP	JACS2 code: N520

Semester(s) in which to be offered: N/A	With effect from: November 2015

Office use only: To be completed by AQSU:	Date approved: July 2013 Date revised: November 2015 Version no: 2

Existing/New: Existing	Title of module being replaced (if any): n/a

Originating Department: Business and Management	Module Leader: Tracey Powell

Module duration (total hours):	100	Status: core/option/elective (identify programme where appropriate):	Option
Scheduled learning & teaching hours	25		
Independent study hours	75		
Placement hours	0		

Percentage taught by Departments other than originating Department (please name other Departments):	None

Programme(s) in which to be offered:	Pre-requisites per programme (between levels):	Co-requisites per programme (within a level):
Executive Master of Business Administration	None	None

Module Aims

This module will enable students to analyse the sources and potential continuation of conflict situations within a business context. In so doing, they will develop critical insight into the dynamics that operate between executive individuals and groups within and between businesses.

Students will acquire a conceptual understanding of a process through which conflict may be resolved and will be empowered to practice the art of negotiation within a learning environment.

Expected Learning Outcomes

At the end of this module, students should be able to:

Knowledge and Understanding:

1. Accurately identify the key components of confrontations and different conflict styles.
2. Effectively implement an interest based relational approach to conflict resolution.
3. Achieve a collaborative resolution through negotiation, persuasion and agreement.
4. Design and utilise effective negotiating strategies within a business context.

Transferable/Key Skills and Other Attributes:

- Use information and knowledge effectively in order to abstract meaning.
- Solve complex problems using appropriate decision-making techniques.
- Communicate effectively using listening, oral, written and media techniques.
- Effectively use Communications Information Technology tools and packages.
- Demonstrate effective performance within a team environment.
- Select appropriate leadership styles for different situations.
- Recognise and address ethical dilemmas and corporate social responsibility issues.
- Manage creative processes, organise, synthesise and critically appraise.

Assessment

Assessments are designed to assess knowledge and understanding of key concepts and issues, to involve the exercise of critical judgement and to examine the student's capacity to integrate theory and practice.

Students are encouraged to review practice over a range of organisational contexts, showing awareness of their variety and will be expected to develop solutions to problems or answers to questions within to their own or other organisations. Students should demonstrate awareness of current thinking, research or best practice in support of their arguments and that their solutions can be implemented within organisations.

The assignment might involve a negotiated activity/Problem-solving exercise: dealing with a dispute issue within the context of student's organisation or a case study: identifying problems, evaluating and developing strategy, based on literature, research and best practice and the development of recommendations for improved organizational effectiveness.

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
One	1,2,3,4	Coursework	100%		2,000 - 3,000

Learning and Teaching Strategies

The teaching and learning strategy is one of continual interaction and mutual support within the classroom environment in which the students are expected to play a substantial role. The supporting theoretical content will be delivered via lectures to provide a foundation for debate and critical discussion relating to contemporary issues in conflict management and negotiation. Formative self-assessment will be used at the start of each new topic of discussion followed by answers at the close in order to develop critical self-awareness and enhance effectiveness.

Syllabus Outline

1. Sources, origins and symptoms of business related conflict
2. Developing relevant responses for negotiation
3. Planning the negotiation process
4. Active communication during negotiation
5. Probing questions
6. The challenge of emotion
7. Multiparty negotiation
8. The Art of Collaboration
9. The Art of Compromise
10. The four phase approach to negotiation
11. Setting MIL objectives and developing a game plan
12. Closing the negotiation

Bibliography

Essential reading:

Fisher R. and Ury W. (2012) Getting to Yes – Negotiating Agreement without Giving In Cornerstone Random House Business Books

Other indicative reading:

Cox G. (2012) How to Achieve Win-win Outcomes, Pearson Education, Harlow
De Barr B. and De Janasz S. (2013) Negotiation and Dispute Resolution, Prentice Hall, Harlow
Falcao H. (2010) Value Negotiation: How to Finally Get the Win-win right, Prentice Hall, Harlow
Lewicki RJ and Hiam A. (2010) Mastering Business Negotiation: A Working Guide to Making Deals and Resolving Conflict, John Wiley, Chichester
Nikolopoulos A. (2011) Negotiating Strategically, Palgrave Macmillan, Basingstoke
Ury W. (2012) Getting Past No – Negotiating with Difficult People, Random House Books
Ward D. (2012) Contract Negotiation Handbook: Getting the Most Out of Commercial Deals, John Wiley, Chichester

Journals:

- International Journal of Conflict Management
- Journal of Conflict Resolution
- Negotiation and Conflict Management Research
- Negotiation Journal

Websites:

- www.conflictmanagement.org   The Institute of Conflict Management
- www.conflictresearch.org.uk   Institute for Conflict Research