

Negotiation and Leadership Techniques

Code: 103154
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	0

Contact

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Use of languages

Principal working language: english (eng)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

No prerequisite needed.

The language used is English.

Objectives and Contextualisation

- Identify the skills and abilities that allow managers to effectively manage teams
- Acquire skills and tools for people management
- Understand the principles and concepts related to negotiation in several areas.
- Develop tools to negotiate successfully

Skills

- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Learning outcomes

1. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
2. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

Leadership and business organizations

Motivation

Delegation and teamwork

Negotiation Interests and Positions. Criteria and attitudes to negotiate.

The bargaining space. Closing deals. The agreement.

Methodology

The classes are very dynamic, with many case studies, participatory debate, exercises and little theoretical content.

The learning system will focus on learning by doing or learning on the job.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Tutorial	50	2	2, 1
Type: Supervised			
Reading, analytics, tests and works	20	0.8	2, 1
Type: Autonomous			
Theory and exercises	60	2.4	2, 1

Evaluation

Exam 30%

Participation in class 10%

Class Exercises 60%

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
Combining lectures with practical application.	Assistance, participation, teamwork	20	0.8	2, 1

Bibliography

Jim McGrath & Bob Bates (2014), El Pequeño Libro De Las Grandes Teorías Del Management

Alberoni, Francesco (2003): El arte de liderar

Kapsto, Stein (2006): 4 Retos para un líder; una fábula sobre cómo ayudar a los demás a dar lo mejor de sí mismos

Castiñeira, Angel (2012): El poliedro del lideratge

Palomo Vadillo, Mª Teresa (2010): Liderazgo y motivación de equipos de trabajo

Lencioni Patrick (2003): Las cinco disfunciones de un equipo: un inteligente modelo para formar un equipo cohesionado y eficaz

Bryman, Alan (1992): Charisma & leadership in organisations

Senge, Peter (1995): La quinta disciplina: cómo impulsar el aprendizaje en la organización inteligente

Anderson, Dana (2005): Coaching that counts

Ury, William (2005): Alcanzar la paz: resolución de conflictos y mediación en la familia, el trabajo y el mundo

Munduate Jaca, Lourdes (2005): Gestión de conflicto, negociación y medición

Winkler, John (2004): Como negociar para mejorar resultados

Fisher, Ury, Pattow (2011): Obtenga el sí: el arte de negociar sin ceder

Ury, William (2012): ¡Supere el no! Cómo negociar con personas que adoptan posiciones inflexibles

Mnookin, Robert (2002): Resolver conflictos y alcanzar acuerdos

Pease, Allan (2012): El arte de negociar y persuadir

De Manuel Dasi, Fernando (1996): Comunicación y negociación comercial

Northhouse, Peter Guy. Leadership: theory and practice. Los Angeles: Sage, 2013.

Haslam, S. Alexander. The New psychology of leadership: identity, influence and power. Hove: Psychology Press, 2010.

Fisher, Roger; Ury, William. Getting to yes: negotiating an agreement without giving in. London: Random House Business Books, 2011.

Putnam, Linda L.; Roloff, Michael E. Communication and negotiation. Newbury Park: Sage, 1992.

Barling, Julian. The Science of Leadership: Lessons from Research for Organizational Leaders. Oxford, 2014.

Bazerman, Max H. Negotiation, decision making, and conflict management. Cheltenham, UK; Northampton, MA: Edward Elgar, 2005.