

Negotiation and Leadership Techniques

Code: 103154
ECTS Credits: 6

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

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

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

Good level of English, interest in the subject and desire to participate, contribute and develop personally and academically.

Objectives and Contextualisation

- Identify the skills and abilities that allow managers to effectively manage teams
- Acquire skills and tools for people management
- Grow on your self-awareness. To be able to lead others you have to learn how to lead yourself
- Understand the principles and concepts related to negotiation in several areas.
- Develop tools to negotiate successfully

Competences

- 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

- Are leaders born or made?
- Self-awareness

- Leadership styles
- The use of Power
- Motivation
- Communication Skills
- Team Work
- Conflict as an opportunity
- Types of Negotiation
- Prepare your Negotiation
- Negotiation Tactics
- Steps in the Negotiation Based by Interests
- Closing Agreements

Methodology

The sessions are dynamic and participatory.

They combine, on the one hand, theoretical classes given by the professor, and on the other hand, their practical application in group and individually through coaching dynamics, works and diverse presentations.

In all classes, constructive and open debate, personal growth and individual and collective reflection will always be encouraged.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theory classes	48	1.92	2, 1
Type: Supervised			
Class dynamics and activities	7.5	0.3	2, 1
Type: Autonomous			
Preparation of reading material, work assignments and presentations.	87	3.48	2, 1

Assessment

Practical work: 50%

Exam: 30%

Class attendance and participation: 20%

Those students with a grade of 3,5 points or higher and at least 70% of class attendance, may participate in re-evaluation activities. The professor will designate a project that will be done and / or presented properly and it will count as 50% of the grade.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Class attendance and participation	20%	0.5	0.02	2, 1
Final Exam	30%	2	0.08	2, 1
Practical work	50%	5	0.2	2, 1

Bibliography

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Brown, Brené. (2012). Daring greatly: How the courage to be vulnerable transforms the way we live, love, parent, and lead

Bryman, Alan. (1992). Charisma and leadership in organisations.

Carnegie, Dale. (1936). How to win friends and influence people.

Chouinard, Yvon. (2005). Let my people go surfing.

Cialdini, Robert. (2006). Influence: The psychology of persuasion.

Connors, Roger & Smith, Thomas. (2011). Change the culture, change the game.

Covey, Stephen (1989). The 7 habits of highly effective people.

Coyle, Daniel. (2016). The culture map.

Cuddy, Amy (2015). Presence.

Duckworth, Angela. (2016). Grit.

Dweck, Carol. (2006). Mindset: The new psychology of success.

Gallo, Carmine. (2014). Talk like TED.

Grant, Adam (2013). Give and take.

Grant, Adam (2016). Originals.

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

McGonigall, Kelly (2015). The upside of stress.

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

Navarro, Joe. (2008). What everybody is saying.

Palomo, M^a Teresa (2010). Liderazgo y motivación de equipos de trabajo.

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

Pink, Daniel (2009). The surprising truth about what really motivates us.

Sandberg, Sheryl. (2013). Lean in.

Schwartz, Barry (2015). Why we work.

Scott, Kim (2017). Radical Candor: How to get what you want by saying what you mean.

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

Sharma, Robin (2010). The leader who had no title.

Sinek, Simon (2009). Start with why.

Ury, William & Fisher, Roger. (1981). Getting to yes.

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Munduate, Lourdes. (2005). Gestión de conflicto, negociación y mediación.

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

Winkler, John. (2004). Cómo negociar para mejorar resultados.

Software

No special software required