

## Negotiation and Leadership Techniques

Code: 103154  
ECTS Credits: 6

2024/2025

Degree	Type	Year
2501935 Advertising and Public Relations	OT	4

### Contact

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### Teaching groups languages

You can view this information at the [end](#) of this document.

### 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

### Learning Outcomes

1. CM29 (Competence) Create the right synergies with institutions and the media to reinforce the intangible value of organisations.
2. KM30 (Knowledge) Recognise the intangible value of organisations and their audiences as strategic linchpins for the design and planning of public relations initiatives.
3. SM24 (Skill) Determine the communication objectives for the design of the most appropriate public relations actions according to the needs of organisations and the public.
4. SM25 (Skill) Interpret the needs of different business sectors to adapt public relations strategies to communication objectives
5. SM27 (Skill) Apply negotiation and leadership skills to successfully manage crisis communication.

### Content

- Are leaders born or made?
- Self-awareness

- Leadership styles
- The use of Power
- Motivation
- Communication Skills
- Team Work, difference among exclusion, integration and inclusion
- Conflict
- Types of Negotiation
- Prepare your Negotiation
- Negotiation Tactics
- Steps in the Negotiation Based by Interests
- Closing Agreements

The calendar will be available on the first day of class.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
15h Theory classes / 37,5h Seminary classes	52.5	2.1	CM29, KM30, SM24, SM25, SM27
Type: Supervised			
Meeting with professor	7.5	0.3	SM27
Type: Autonomous			
Preparation of reading material, work assignments and presentations.	82.5	3.3	CM29, KM30, SM24, SM25, SM27

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.

## Assessment

### Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Class attendance and participation	20%	0.5	0.02	CM29, KM30, SM24, SM25, SM27
Final Exam	30%	2	0.08	CM29, SM25, SM27
Practical work	50%	5	0.2	CM29, KM30, SM24, SM25, SM27

The activities of the continuous assessment are:

- a) Exam, 30% of the final grade
- b) Class attendance and participation, 20% of the final grade
- c) Practical work, 50% of the final grade

To pass the subject, students must obtain a weighted average of the three evaluation items of no less than 5. Otherwise, they must go to the recovery of the subject.

#### Recovery of continuous assessment

Students will have the right to retake the subject if they have been evaluated for the set of activities whose weight is equivalent to a minimum of 2/3 of the total grade of the subject.

The activities that are excluded from the recovery process are class attendance and participation.

The activities of the single assessment are:

- a) Exam, 50% of the final grade.
- b) Submission of a paper: summary of 5 books of the bibliography, 25% of the final grade.
- c) Practical application in real cases, 25% of the final grade.

To pass the subject, students must obtain a weighted average of the three evaluation items of no less than 5. Otherwise, they must go to the recovery of the subject.

#### Recovery of the single assessment

The items of the single evaluation are the examination and practical application in real cases.

#### Plagiarism

In the event that the student makes any irregularity that may lead to a significant variation in the grade of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that may be instructed. In the event that there are several irregularities in the assessment of the same subject, the final grade for this subject will be 0.

## Bibliography

Alberoni, Francesco (2003). El arte de liderar.

Anderson, Dana. (2005). Coaching that counts.

Ariely, Dan (2010). The upside of irrationality.

Barak, Michelle. (2005). Managing diversity: Toward a globally inclusive workplace.

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.

Ciadlini, 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<sup>a</sup> 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.

Sinek, Simon (2023). Los líderes comen al final (8a edición).

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

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

## Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	English	first semester	afternoon
(TE) Theory	5	English	first semester	afternoon