



## UNIVERSITI TEKNOLOGI MARA

### EPC641: PERSUASION AND NEGOTIATION

<b>Course Name (English)</b>	PERSUASION AND NEGOTIATION <b>APPROVED</b>
<b>Course Code</b>	EPC641
<b>MQF Credit</b>	4
<b>Course Description</b>	This course is designed for students to gain an understanding of the principles, processes and contexts of persuasion and negotiation in professional communication. Students will have the opportunity to practise applying the strategies, techniques, styles and language skills of persuasion and negotiation in a variety of oral and written situations.
<b>Transferable Skills</b>	Independent and critical thinker, Effective communicator, Adaptable, Experienced Collaborator, Reflective Learner
<b>Teaching Methodologies</b>	Lectures, Case Study, Problem Based Learning (PBL), Role Play
<b>CLO</b>	CLO1 apply the principles and processes of negotiation to professional communication situations CLO2 use the language of persuasion effectively in negotiations CLO3 evaluate strengths and weaknesses of persuasion and negotiation styles and strategies
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. An overview of theories of persuasion</b> 1.1) Elaboration Likelihood Model 1.2) Heuristic Systematic Model 1.3) Cognitive Dissonance Theory	
<b>2. An overview of theories of persuasion</b> 2.1) Third Person Effect 2.2) Spiral of Silence 2.3) Theory of Reasoned Action 2.4) Social Judgment Theory	
<b>3. Context of persuasion</b> 3.1) Sequential Persuasion	
<b>4. Context of persuasion</b> 4.1) Visual Persuasion 4.2) Esoteric Persuasion	
<b>5. Perspectives on ethics in persuasion</b> 5.1) Persuasion and Ethics	
<b>6. Identifying persuasive premises</b> 6.1) Process Premises: The tools of Motivation 6.2) Content Premises in Persuasion 6.3) Cultural Premises in Persuasion 6.4) Nonverbal Messages in Persuasion	
<b>7. Application of persuasive premises</b> 7.1) Becoming a Persuader 7.2) Modern Media and Persuasion 7.3) The Use of Persuasive Premises in Professional Communication	
<b>8. Principles of Negotiation</b> 8.1) Guidelines for negotiation	

<b>9. Process of negotiation</b> 9.1) The various stages that lead up to the actual negotiation
<b>10. Context of Negotiation</b> 10.1) Various business context negotiation can occur.
<b>11. Individual differences</b> 11.1) Individual perception and characteristics
<b>12. Negotiating across culture</b> 12.1) Role of culture in Negotiation
<b>13. Resolving Differences</b> 13.1) Introducing BATNA
<b>14. Resolving Differences</b> 14.1) Dealing with Impasse

<b>Assessment Breakdown</b>		<b>%</b>		
Continuous Assessment		100.00%		
<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Case Study	Case study for persuasion	25%	CLO2 , CLO3
	Simulation Evaluation	Simulation for Negotiation	30%	CLO2 , CLO3
	Test	Persuasion Test	20%	CLO1 , CLO
	Test	Negotiation Test	25%	CLO2
<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>• Gass, R.H &amp; Seter 2007, <i>Persuasion, Social Influences and Compliance Gaining</i>, Pearson</li> <li>• Larson, C.U 2004, <i>Persuasion: Reception and Responsibility</i>, Thompson</li> <li>• Lewicki, R.J., Saunders D.M. &amp; Barry B. 2006, <i>Negotiation</i>, McGraw Hill International USA</li> </ul>		
<b>Article/Paper List</b>	This Course does not have any article/paper resources			
<b>Other References</b>	This Course does not have any other resources			