



UNIVERSITI TEKNOLOGI MARA

CMP552: COMMUNICATION AND NEGOTIATION

Course Name (English)	COMMUNICATION AND NEGOTIATION APPROVED
Course Code	CMP552
MQF Credit	3
Course Description	Course Description Communication and negotiation is one of the most important functions of management in any organisation. This course intends to introduce students the different negotiation concepts, skills and communication strategies that can be practiced in both the business and social contexts. The course also targets to familiarise and prepare students on both the oral and written aspects of negotiation which includes persuasive communication, integrative and distributive bargaining, intercultural negotiation as well as managing difficult negotiations.
Transferable Skills	<ol style="list-style-type: none">1. able to involve in Negotiation with different stakeholders in Organization2. Expert in Planning and Strategy for Negotiation process in Negotiation3. Expert in Business Negotiation4. Good both in Oral and Writing for Internal and External Communication
Teaching Methodologies	Lectures, Discussion, Presentation, Role Play
CLO	CLO1 Understand the different communication and negotiation skills, principles and theories CLO2 Identify and differentiate between integrative and distributive negotiation CLO3 Plan and demonstrate simple and complex negotiations that can be practiced in business settings
Pre-Requisite Courses	No course recommendations
Topics	<p>1. The Nature of Negotiation</p> <ol style="list-style-type: none">1.1) Authors' Style and Approach1.2) Characteristics of a negotiation situation1.3)1.4) Interdependence1.5) Mutual Adjustment1.6) Value Claiming and Value Creation1.7) Conflict <p>2. Strategy and Tactics of Distributive Bargaining and Integrative Negoti</p> <ol style="list-style-type: none">2.1) The Integrative Negotiation Process2.2) Key Steps in the Integrative Negotiation Process2.3) Factors That Facilitate Successful Integrative Negotiation2.4)2.5) Why Integrative Negotiation is Difficult to Achieve <p>3. Negotiation: Strategy and Planning</p> <ol style="list-style-type: none">3.1) Goals – The Focus That Drives a Negotiation Strategy3.2) Strategy – The Overall Plan to Achieve One's Goals3.3) Understanding the Flow of Negotiations: Stages and Phases3.4) Getting Ready to Implement the Strategy: The Planning Process <p>4. Perception, Cognition, and Emotion</p> <ol style="list-style-type: none">4.1) Perception4.2) Framing4.3) Mood, Emotion, and Negotiation

<p>5. Communication</p> <p>5.1) Basic Models of Communication</p> <p>5.2) What is Communicated During Negotiation?</p> <p>5.3) How People Communicate in Negotiation</p> <p>5.4) How to Improve Communication in Negotiation</p> <p>5.5) V. Special Communication Considerations at the Close of Negotiations</p>
<p>6. Influence</p> <p>6.1) Two Routes To Influence: An Organizing Model</p> <p>6.2) The Central Route to influence: The Message and Its Delivery</p> <p>6.3) Peripheral Routes to Influence</p> <p>6.4) The Role of Receivers – Targets of Influence</p>
<p>7. Ethics in Negotiation</p> <p>7.1) A Sampling of Ethical Quandaries</p> <p>7.2) What Do We mean by “Ethics” and Why Do They Matter in Negotiation?</p> <p>7.3) Four Approaches To Ethical Reasoning</p> <p>7.4) Why Use Deceptive Tactics? Motives and Consequences</p> <p>7.5) What Factors Shape a Negotiator’s Predisposition to Use Unethical Tactics?</p> <p>7.6) How Can Negotiators Deal with the Other Party’s Use of Deception?</p>
<p>8. Relationships in Negotiation</p> <p>8.1) The Adequacy of Established Research for Understanding Negotiation Within Relationships</p> <p>8.2) Forms of Relationships</p> <p>8.3) Key Elements in Managing Negotiations within Relationships</p>
<p>9. Agents, Constituencies, Audiences</p> <p>9.1) The Number of Parties in a Negotiation</p> <p>9.2)</p> <p>9.3) How Agents, Constituents, and Audiences Change Negotiations</p> <p>9.4) Advice to Agents on Managing Constituencies and Audiences</p> <p>9.5) When to Use an Agent</p> <p>9.6) Managing Agents</p>
<p>10. Individual Differences I: Gender and Negotiation</p> <p>10.1) Defining Sex and Gender</p> <p>10.2) Research on Gender Differences in Negotiation</p>
<p>11. International and Cross-Cultural Negotiation</p> <p>11.1) International negotiation: Art and Science</p> <p>11.2) What Makes International Negotiations Different?</p> <p>11.3) Conceptualizing Culture and Negotiation</p> <p>11.4)</p> <p>11.5) The Influence of Culture on Negotiation: Managerial Perspectives</p> <p>11.6) The Influence of Culture on Negotiation: Research Perspectives</p> <p>11.7) Culturally Responsive Negotiation Strategies</p>
<p>12. Managing Negotiation Negotiations: Third Party Approaches</p> <p>12.1) Introduction</p> <p>12.2) Managing the Shadow Negotiation and Social Context.</p> <p>12.3) Responding to the Other Side’s Hard Distributive Tactics</p> <p>12.4) Responding When the Other Side Has More Power</p> <p>12.5) The Special Problem of Handling Ultimatums</p> <p>12.6) Responding When the Other Side Is Being Difficult</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment	20%	CLO1 , CLO2
	Assignment	Group Assignment	20%	CLO1 , CLO2 , CLO3
	Test	Mid-term test	20%	CLO1 , CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • Linda Putnam, Michael E. Roloff 1992, <i>Communication and negotiation</i>, Sage Publications, Inc [ISBN: 0803940122] • Genie Z. Laborde 1987, <i>Influencing With Integrity : Management Skills for Communication and Negotiation</i> [ISBN: 0933347103] • Michael L Spangle, Myra Warren Isenhardt 2003, <i>Negotiation: Communication for Diverse Settings</i>, SAGE Publications [ISBN: 0761923497, 9]
	Reference Book Resources	<ul style="list-style-type: none"> • Lewicki R.J., Saunders, D.M & Barry B. 2010, <i>Negotiation</i>, 6th ed. Ed., McGraw-Hill Boston

Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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