

Course Title

Decision, Persuasion, and Negotiation

Teaching language

English

ECTS value

5

Responsible study board

Study Board of Market and Management Anthropology, Economics, Mathematics-Economics, Environmental and Resource Management

Date of Approval

Course Responsible

Huanren Zhang huanren@sam.sdu.dk Institut for Virksomhedsledelse og Økonomi

Offered in

Odense

Level

Bachelor

Offered in

Autumn/August as summer school

Duration

1 semester

Mandatory prerequisites

None.

Recommended prerequisites

None.

Aim and purpose

Like it or not, we have to make numerous decisions every day, and most of our decisions concern how to persuade, how to negotiate, and how to exert influence on other people. Being effective in decision making, persuasion and negotiation is indispensable to be successful in almost any profession. Research has shown, however, even intelligent people are biased in ways that seriously limit the quality of their decisions and compromise their potential in persuading and influencing others.

This course aims to help the students become more effective in decision-making, persuading, and negotiating. We will study the rationales that drive human behavior and the common biases that affect the quality of decisions, with a thorough examination of behavioral perspectives on decision-making, persuasion, and negotiation.

Behaviors that are normative in one culture often create controversy and even legal action in other cultures, so it is vital to keep in mind the cultural differences when interacting with someone from a different culture. Cross-cultural persuasion and negotiation will be discussed to help the students understand which principles and strategies are universal across cultures, and which apply only to specific cultures.

Content

- Two systems of thinking
- Heuristics and biases in human judgment
- Common persuasion techniques
- Strategic decision making
- Opportunities of value creation in integrative negotiation
- Principles of value appropriation in distributive negotiation
- Common pitfalls in decision-making, persuasion, and negotiation
- Cultural differences and their influence on persuasion and negotiation

Learning goals

After this course, the students will be able to

- (1) identify and avoid the common pitfalls in decision making, persuading, and negotiating,
- (2) understand the heuristics and biases that are naturally entrenched in human judgment,
- (3) recognize and utilize the most common persuasion techniques,
- (4) identify opportunities for value creation in negotiation.

Description of outcome - Knowledge

Demonstrate knowledge on the course themes in such a way that they are able to discuss and evaluate:

- Common heuristics and biases in decision making
- Common techniques for persuasion and negotiation
- Different types of negotiation and their preparation
- The influence of culture differences in persuasion and negotiation

Description of outcome - Skills

Demonstrate skills in such a way that they are able to:

- Apply methods and models of decision, persuasion, and negotiation to specific problems
- Assess and design solutions to problems similar/related to the examples seen in class,

Description of outcome - Competences

Demonstrate competence in such a way that they are able to:

- Assess and design innovative solutions to one's own problems related to persuasion and negotiation encountered in life or work, taking into account the concepts and theories learned in class

Literature

The course draws on a selection of book chapters that capture the important concepts and theories in decision-making, persuasion, and negotiation. Lecture notes for each class will be provided. The lecture notes are made self-sufficient and there are no required textbooks in this course. That said, you are highly recommended to read the following books to complement the lectures and deepen your understanding.

Recommended reading:

Thinking, Fast and Slow by Daniel Kahneman

Influence by Robert Cialdini

Getting to Yes by Fisher, Ury, & Patton

Negotiation Genius by Malhotra and Bazerman

Teaching Method

Classes will be a combination of lectures, group discussions, case studies, games/experiments, and negotiation role-play.

Workload

The students' own work efforts (guideline) equal 27 hours per ECTS credit point. In total 135 hours in this course. The hours are distributed between preparation and class attendance, preparation for the exam, and the exam itself.

The 135 work hours are distributed in the following way: Lectures: 30

Preparation for lectures: app. 65 hours

Preparation for and the exam itself: app. 40 hours.

Examination regulations

1. Exam

Name

Final Exam

Form of examination

Multiple choice

Censorship

Second examiner: None

Grading

7-point grading scale

Identification

Student Identification Card - Exam number

Language

English

Duration

2 hours

Examination aids

Dictionary and calculator in physical form.

ECTS value

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Additional information

Examination format of the re-exam can be changed.

Re-examination