

Module Documentation



COMM07012

Business Communications and Negotiations

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COMM07012

Business Communications and Negotiations

Short Title	Bus. Comm. & Negotiations
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Full Title	Business Communications and Negotiations
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Attendance	N/A	Discipline	090 PERSONAL DEVELOPMENT(COMM)
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Coordinator	Evelyn Moylan	Department	Business
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Official Code	COMM07012	NFQ Level	07	ECTS Credit	05
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Module Description

The aim of this module is to help students master the concepts, skills, and practices of effective business communications and negotiations.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Assess the major concepts and theories of negotiation and the purpose of communications.
2. Assess and Discuss International and Cross Cultural Communications
3. Evaluate suitability of social media and online tools for Business Communication
4. Assess and reflect on interpersonal skills, conflict resolution, and negotiation style.
5. Develop facilitation/mediation skills and strategies for negotiations and conflict management.

Teaching and Learning Strategies

Lectures will be supported with the use of Case Studies, Exercises, Simulations and guest industry speakers. Students will be required to actively participate in all exercises and simulations.

Assessment Strategies

100% CA

Repeat Assessment Procedures

Repeat students must fulfill the same CA requirements of the Assessments

Module Dependencies

Prerequisite Modules

Students would need to have an understanding of Verbal, Non-Verbal Communications

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

Business Communications: (50%)

The purposes of Communications (5%)

Establishing rapport : (15%)

- Handling Complaints and the Grapevine
- Delivering/Breaking Bad News
- Handling Conflict Management and resolving conflict through Mediation
- Collaboration, seeking input from other and listening

Choose the Right Communication-understanding the vertical and horizontal flows of information within organisations. Writing for business - in developing assumptions, summaries, conclusion, and recommendations (10%) Decision-making /Problem-based assessment/analysis (turning theoretical knowledge into implementable actions). Making sure the recommendations/solutions clearly match the problem (15%) Business Communications Challenges today (5%)

Business Negotiations (50%)

Negotiation fundamentals (5%)

Negotiation Subprocesses (10%)

- Perception, Cognition, and Emotion
- Finding and using Negotiation power
- Ethics in Negotiation

Negotiation process (10%)

- Preparing for negotiation - maximizing your advantage before negotiations begin
- Conducting the negotiation - making a credible opening
- Post negotiation - Settlement

Advanced Negotiating skills (10%)

- Developing a negotiating style
- Establish trust and Building a relationship
- Creativity and problem solving in Negotiations
- Handling Breakdown in Negotiation
- BATNA's

Negotiation across Cultures (5%)

Alternative Dispute Resolution (10%)

- ADR overview
- Mediation
- Arbitration

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 100 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Multidisciplinary Group Project	1,3,5	50	OnGoing
Individual	2,4,5	50	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Group Participation	2	Weekly	2.00
Workshop	Workshop	Workshop	1	Weekly	1.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Lewicki, R. (2014), *Negotiation*. 7th Edition ISBN 1259254399 Mc Graw Hill

Thompson, L. (2013), *The Mind and Heart of the Negotiator*. 5th Edition. ISBN-10: 1292023198 Pearson Education.

Bovee, C. and Thill, J. (2014), *Business Communication Today* (2014) 12th Edition. ISBN-10: 129200891 Pearson Education

Jones, D., (2008), *Advanced Communication Skills for Business Professionals*, Lulu.com

Module Alternate Book Resources

None

Module Other Resources

Carrell, M., and Heavrin, C., (2007), *Negotiating Essentials theory, skills, and practices*. Pearson Education

Borg, J., (2007), *Persuasion The Art of Influencing People*, 2 nd edition, Pearson Education

Goodwin C., and Griffith, D., (2006), *Conflict Survival Kit, The Tools for Resolving Conflict at Work*, Pearson Education

Kaner, S., with Lind, L., Toldi, C., Fisk, S., & Berger, D.), (2007), *Facilitator's Guide to Participatory Decision-Making*, 2 nd edition, Jossey-Bass

Thompson, L., (2008), *Mind and Heart of the Negotiator*, 4 th Edition, Pearson Education

Module URLs

None

Additional Information

None

Approval Information

School Approval by Deirdre Lusby on 25-03-2015

Academic Council on 25-05-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BBUAG_H08	201500	Bachelor of Business (Honours)
GA_BBENG_H08	201500	Bachelor of Business (Honours) with Entrepreneurship
GA_BBUSG_B07	201500	Bachelor of Business
GA_BRURA_H08	201500	Bachelor of Business (Honours) in Rural Enterprise and Agri-business
GA_BBENG_B07	201500	Bachelor of Business with Entrepreneurship
GA_BRURA_B07	201500	Bachelor of Business in Rural Enterprise and Agri-business
GA_BHUMA_B07	201500	Bachelor of Business in Human Resources
GA_BHUMA_H08	201500	Bachelor of Business (Honours) in Human Resources
GA_BRUAG_H08	201500	Bachelor of Business (Honours) in Rural Enterprise and Agri-Business
GA_BRUAG_B07	201500	Bachelor of Business in Rural Enterprise and Agri-Business