



Leadership, Negotiation Techniques

Number of Credits:	6 ECTS (3 U.S. semester credits)
Teaching Language:	English
Place:	UAB Bellaterra Campus
Teaching Period:	25 June to 12 July
Professor:	Arantza Danés Vilallonga

PROFESSOR BIO INFORMATION

Arantza Danés is an experienced Public Relations Communications Consultant with a demonstrated history working for Vueling Airlines, Futbol Club Barcelona, Generalitat de Catalunya, Barcelona City Hall, and Qatar Airways, among others. She holds a Master in Integrated Marketing Communications from Emerson College (Boston). She was recently appointed as Coordinator for the Advertising and Public Relations Degree at the Communications Faculty at UAB. She is a communication professional skilled in Leadership, Negotiation, Crisis Communications and Community Management.

ACADEMIC GUIDE

Contents overview

Great leaders are great negotiators. As the world becomes a more uncertain environment, the requirement for professional leadership and management throughout organisations is at a premium. This subject will benefit those who desire to learn practical leadership and negotiation techniques to maximize their effectiveness and contribution at work. Achieve strategic management skills to effectively manage teams. Demonstrate team-working capacity, as well as problem-solving abilities. Learn different types of negotiations, develop basic bargaining skills, discover strategies for mutual gain. Through a series of group exercises, you will learn how to become a better manager, refine your personal negotiating style, and improve your ability to bargain successfully and ethically by taking part in Win-Win negotiation scenarios alongside a diverse group of students. The classes are very dynamic with participatory debate, exercises and little theoretical content.

Contents

Week 1

- Introduction to Leadership. Types and styles.
- The Leader in the organisation. Sources of power.
- Motivation. Maslow and Herzberg factors.
- Delegation and team work. Team and personality roles.

Week 2

- Values and communication in the organisation. Internal communication.
- Introduction to Negotiation. Types of conflict.
- Negotiation Interests and Positions. Criteria and attitudes to negotiate.



Week 3

- Walton and McKersie, a behavioral theory of labor negotiations. Negotiation's strategies and tactics
- Steps at Negotiation Interests.
- The bargaining space. Closing deals. The agreement.

Teaching / Learning activities

Week 1

- Identify different types of leaders. The role of the leader in the organization. Recognize leader's characteristics.
- Understand what motivates employees.
- Distinguish teamwork phases and roles.

Week 2

- Benefits of a good communication within the organization.
- Conflict as an opportunity. Negotiation's types and attitudes.
- Build positive, productive relationships with all parties at the table.

Week 3

- Recognize negotiation's strategies and tactics.
- Know the key steps to negotiate.
- Understand how to be prepared for a negotiation and how to achieve an agreement.
- Negotiate your salary

Evaluation

Practical exercises – 80%

Participation – 20%

Practical exercises:

- Identify different types of leaders
- Sources of power in organisations
- Motivation case study
- Identify personality roles and team work roles
- Analyze communication
- Negotiation Position case study
- Types of Negotiation case study
- Negotiation of rental apartment case study
- Negotiation of a new time schedule case study
- The bargaining space case study

All exercises will be done and delivered in class. Each exercise has the same value.