

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Power and Negotiation

COURSE NUMBER: BBM 330

PREREQUISITE/S: BBM201

COURSE DESCRIPTION:

This course explores the use of power and how to deal effectively with power and politics to assure that individual, departmental, and organizational goals are met in terms of achieving a desired or most favorable outcome of a negotiation.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Understand the power of framing, process, and empathy approaches to negotiating.

Learning Objectives: The student will:

- A-1 Analyze a negotiation and provide recommendations on how to increase the power of the negotiator in order to achieve a desired outcome.

GOAL B:

Understand basic styles of negotiating and utilize negotiation skills to deal effectively with political and power struggles within the organization.

GOAL C:

Understand how power can influence the outcome of a negotiation.

Learning Objectives: The student will:

- C-1 Explain the various sources of power and ways to leverage to achieve results.
- C-2 Analyze a situation and identify the source of power level to achieve the desired outcome.
- C-3 Develop recommendations for achieving desired outcomes when negotiating.
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Learning Objectives: The student will:

D-1 Evaluate a negotiation which resulted in an agreement and explain how the terms of the agreement were met.

D-2 Create a strategy for effective negotiating.

GOAL E:

Recognize the sources of power within the organization.

Learning Objectives: The student will:

E-1 Identify the sources of power within the organization.

E-2 Differentiate the positive and negative uses of power and politics within the organization with respect to organizational influences.