



## **COURSE DESCRIPTION**

### **FIN2100 Negotiations and Influencing**

1. Degree	Bachelor of Marketing and Sales Management
2. Year/semester	2 <sup>nd</sup> year – 4 <sup>th</sup> semester
3. Credits	10
4. Course instructor	Assistant Professor Tore Fagernes
5. Contact hours	50 hours
6. Course prerequisites	Completed course Organization and Leadership.
7. Learning goals	<p>The aim of this course is to familiarize the students within the different theories within influencing and get the understanding of how different types of influencing can affect others and to achieve a desired decision.</p> <p>This includes the use of all arenas, media included.</p> <p>The course will also give knowledge of different types of negotiations and how to conduct a successful negotiation.</p>
8. Course contents	<p>There are two main components; influencing and negotiations.</p> <p>In influencing there will be two parts – the first part will look into how we are influenced in our day to day business and through all different communications channels.</p> <p>The second part will go through a influencing process from first to last sequence base don a real case.</p> <p>In the negotiation part the pedagogic model is based on practical training in negotiations. The students will prepare, conduct and evaluate a negotiation process.</p>
9. Method of instruction	<p>The course will be taught through lectures and discussions in class. The students will also engage in a variety of classroom activities, including both individual and group presentations.</p> <p>The students are required to invest considerable efforts in the learning process.</p>

	As described in the course content, major parts of the course will be based on solving real cases in the main topics.
10. Assessment	A temporary exam that the students are assessed “passed” /”not passed” Final exam: 100 %
11. Course syllabus	Cialdini, Robert B. 2010. <i>Påvirkning: teori og praksis</i> . Oslo: Abstrakt Forlag AS. ISBN: 8279353089. Pages: 336. Price: NOK 397,-  Rognes, Jørn Kjell. 2008. <i>Forhandlinger</i> . 3. utg. Oslo: Universitetsforl. ISBN: 9788215005676. Pages: 214. Price: NOK ca. 299,-
12. Recommended reading	