	SUBJECT DESCRIPTION	MODELO PED.013.02
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<i>Course</i>	Marketing Graduation			<i>Academic year</i>	2021/2022		
<i>Subject</i>	Negotiation Strategies			<i>ECTS</i>	6		
<i>Type of course</i>	Compulsory						
<i>Year</i>	3.º	<i>Semester</i>	1rst	<i>Student Workload:</i>			
<i>Professor(s)</i>				<i>Total</i>	168	<i>Contact</i>	60
<i>Area Coordinator</i>	PhD Amândio Baía						

Planned SD

1. LEARNING OBJECTIVES


The intention is that students get to know the importance of negotiation on the labor market and in the business world. The advantages of knowing negotiate achieve with attitudes, knowledge and experience. Learning to identify, understand, analyse and execute business process students will be prepared to face situations in which interests, above all, reach a compromise that is favorable to the parts of a negotiating process.

2. PROGRAMME

1. Conflict Issues
2. Fundamental elements of Negotiation
3. Business Process Planning
4. Business process: the decalogue
5. Business Culture
6. Motivation, Leadership and Business Strategy
7. Business Tactics
8. Trading Modalities
9. Business Errors
10. Dispute Resolution after Business Process

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

In order to provide students with skills that will enable them to master the key concepts of negotiating were taught the topics listed in points. I and II of the CURRICULAR UNIT program. In order to provide

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students with skills that will enable them to lead a negotiated process were taught the topics contained in sections III, IV, V and VI of the CURRICULAR UNIT program.

4. MAIN BIBLIOGRAPHY

Compulsory:

Carvalho, J. C. (2010). *Negociação para (in)competentes relacionais* (2.^a ed.). Lisboa: Edições Sílabo.

Carvalho, J. C. (2020). *Negociação* (6.^a ed.). Lisboa: Edições Sílabo.

Correia, A. D. (2019). *Manual de Estratégia Negocial*. Lisboa: Lidel.

Fisher, R., Ury, W. & Patton, B. (2010). *Como conduzir uma negociação* (9.^a ed.). Lisboa: Lua de Papel.

Korda, Philippe (2019). *Negociar e defender as suas margens*, 1^a Ed. Edições Sílabo.

Thompson, L. (2008). *A verdade sobre a negociação* (2.^a ed.). Lisboa: Actual Editora.

Recommended:

Breton, P. (1998). *A argumentação na comunicação*. Lisboa. D. Quixote.

Correia, A. D. (2012). *Manual de Negociação*. Lisboa: Lidel.

Jesuíno, J. C. (2003). *A negociação – estratégias e táticas* (3.^a ed.). Lisboa: Texto Editora.

Nierenberg, J. & Ross, I. S. (2003). *Os segredos de uma negociação bem sucedida*. Lisboa: Plátano Editora.

Silva, M, P., Infante, M. & Ribeiro, A. V. (2000). *Negociação: Técnicas e Ferramentas*, Lisboa: Lidel.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The teaching methodology consists of the expository method, practical examples and discussion of the topics covered. The tutor lessons are for monitoring the achievement of practical work.

Continuous assessment – one written test (30%) (with minimum grade of 7 values) + assignments (70%).

Exam – one written test.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

To reach the proposed objectives, the methodology for the curricular unit is based on principles of theoretical and practical training. The methods and teaching techniques for class sessions include using the affirmative method through technical lectures and demonstration with the teacher's responsibility focused on reinforcing learning and the coordination of the diverse actions and tasks related to stimulating operational and professional technique.

Assignments allow evaluating students' ability to identify, understand, analyse and execute business processes.

Theoretical fundamentals of negotiation are evaluated on the writing test.

7. ATTENDANCE

Not Applicable