

**COURSE DATA****DATA SUBJECT**

Code: 35866
Name: Negotiation techniques and economic applications
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Facultat d'Economia	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	Labour market and economic behaviour	ELECTIVES

COORDINATION

CUÑAT CUÑAT ANTONIO

SUMMARY

This is an optional subject taught in the first semester of the fourth year of GADE within the mention of human resource management. Matter that relates to this subject includes, besides the subject of negotiation skills and their economic applications, the subject of Labour Economics and the subject of incentives and remuneration systems.

Negotiation is the art and science of creating agreements between one or more parties. This course is designed to allow students a better understanding of the theory and practice of negotiation and the development of negotiation skills. In particular, over the course of negotiation situations recognize and identify their strategic structure. However, the influence of the different trading procedures in the result as well as the determinants of bargaining power to obtain a more favorable result.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS



The prerequisites that the student needs to successfully address this subject are minimal: a level of basic math.

COMPETENCES / LEARNING OUTCOMES

1313 - Degree in Business Management and Administration

Be able to adapt to new situations.

Be able to carry out strategic diagnoses in complex and uncertain environments using the appropriate methodologies to resolve them.

Be able to coordinate activities.

Be able to express oneself in formal, graphic and symbolic languages.

Be able to identify the sources of relevant economic information and their contents, and to understand economic institutions as the result and implementation of theoretical or formal approaches to how the economy works.

Be able to learn autonomously.

Be able to make decisions.

Be able to make decisions under certainty and uncertainty environments.

Be able to negotiate and reconcile interests effectively.

Be able to solve problems.

Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.

Be able to work in a team.

Demonstrate capacity for analysis and synthesis.

Demonstrate oral and written communication skills in the native language.

Have critical and self-critical capacity.

Have organisation and planning skills.

Manage time effectively.

Show creativity.

Show leadership and skills for mobilising the capacities of others.



DESCRIPTION OF CONTENTS

1. Negotiation: conflict and cooperation.

- 1.1 Introduction
 - 1.2 Negotiation: definition.
 - 1.3 The two approaches to negotiation.
- Basic Bibliography: Cunyat (2022), Chapter 1.

2. The cooperative solution in negotiations .

- 2.1 Numerical example.
- 2.2 General theory.
- 2.3 Bargaining with threats.
- 2.4 Economic applications.

Basic Bibliography: Cunyat (2022), Chapter 2.

3. Negotiation procedures.

- 3.1 Ultimatum bargaining: take it or leave it!
- 3.2 Beyond ultimatum: negotiations with deadline.
 - 3.2.1 Sequential offers.
 - 3.2.2 Random Offers.
 - 3.2.3 Repeated offers.
 - 3.2.4 Simultaneous offers.
- 3.3 Negotiations without deadline.
- 3.4 Relationship with the cooperative solution in negotiations.

Basic bibliography: : Cunyat (2022), Chapter 3.

4. Sources of bargaining power.

- 4.1 Patience and risk of breakdown.
- 4.2 Outside and inside options.
- 4.3 Commitment tactics.

Basic bibliography: : Cunyat (2022), Chapter 4.

5. Bargaining with many parties and issues on the agenda.

- 5.1. Multi-issue bargaining: the agenda.
- 5.2 Multiparty bargaining.



Basic bibliography: Cunyat (2022), Chapter 5.

6. The information in negotiations.

- 6.1. One-sided asymmetric information: I know something you dont.
- 6.2 Bargaining with two-sided asymmetric information: we both know something the other dont.
- 6.3 Economic applications.

Basic bibliography: Cunyat (2022), Chapter 6.

7. Negotiation with fairness and equity concerned individuals.

- 7.1. Selfish individuals versus fairness and inequity concerned individuals.
- 7.2 Ultimatum with fairness and inequity concerned individuals.
- 7.3 Negotiation without deadlines with fairness and inequity concerned individuals.

Basic bibliography: Cunyat (2022), Chapter 7.

8. Experimental evidence on negotiations.

- 8.1. What are the experiments in economics?.
- 8.2 Experimental evidence on negotiations: How individuals behave in negotiations?.

Basic bibliography: Cunyat (2022), Chapter 8.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	14,00
Independent study and work	27,00
Preparation of lessons	26,00
Preparation for assessment activities	0,00
Resolution of case studies	23,00
Total hours	90,00



TEACHING METHODOLOGY

The methodology to teach the subject of Negotiation techniques and its economic applications, both in the lectures and practical classes, is pointing to combine the capacity of individual work to teamwork. More precisely, the methodology used can be described as follows:

- For lectures, the students will prepare in advance the basic readings and the main questions that arise in these readings. The lecturer will combine his explanations with the active participation of students (questions that the teacher and / or its partners can answer, resolution of brief questions raised by the lecturer, group discussion of the issues that have attracted the most interest.) It is intended that students develop both their capacity to autonomous work (work prior to class), and their ability to work together, argue and defend ideas (group discussions) and their ability to communicate orally and in writing (considering their doubts on the subject in public and / or solving the issues the lecturer may have presented to them).

- For practical classes, students will prepare in advance a set of exercises and case studies to work in the classroom. On the one hand, each student must individually prepare these tasks and, on the other hand, each week a group of students will prepare a set of exercises, readings and cases solved and discussed in the classroom for the rest of his class students . Some of the tasks to be performed will be based on the search for information on the websites of recognized institutions and press. It is intended that students develop their ability to organize forms of group work, problem solving, oral and written communication, coordination of activities and find information on reliable sources.

EVALUATION

The course Negotiation techniques and its economic applications will be assessed by considering, in that order of importance, the following aspects:

- 1 .- A written exam consisting of theoretical questions and problems.
- 2 .- The evaluation of the practical activities developed by the student during the course, from questionnaires , work / reports and / or oral presentations.
- 3 .- Continuous assessment of students, based on participation and involvement of the student in the teaching / learning process.

In the course of Negotiation techniques and its economic applications total assessment is broken down as follows: 30% of the overall mark is the evaluation of the various activities carried out throughout the course and active student participation, and 70% of overall mark is for the final synthesis test.



The final synthesis test is compulsory and to pass it is a prerequisite to pass the course. The subject will be considered approved if the student gets 5 out of 10, for what may combine continuous assessment and the final synthesis test. If the student chooses not to perform the tasks of continuous assessment, he/she can only get the points in the final test (7 maximum), and needs to obtain a 5 out of 7 in the examination in order to pass the course.

REFERENCES

- Conducta Estratégica y Economía, Gonzalo Olcina y Vicente Calabuig, 2002, Ed. Tirant Lo Blanch.
- El Arte de la Estrategia. Avinash K. Dixit y Barry J. Nalebuff, 2010, Ed. Antoni Bosch.
- Bargaining Theory with Applications, Abhinay Muthoo, 1999, Ed. Cambridge University Press.
- Games of Strategy, Avinash Dixit y Susan Skeath, 2004, 2ª Edición. Ed. WW Norton & Company.
- Tècniques de negociació i les seues aplicacions econòmiques. Antoni Cunyat, 2022. Publicacions de la Universitat de València.