

**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.