

HCM517 Mastering Negotiation and Corporate Communications

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

HCM517, Mastering Negotiations and Corporate Communications, deals with two crucial activities of any HR practitioners. The first half of this module focuses on the many paths to agreement, the strategies and tactics of different types of negotiations, negotiation planning, relationship building, as well as barriers to agreement. Negotiation tactics with different stakeholders within and outside the organization are then examined. The second half of the module moves on to examine the challenges of organizational communication. Topics include the content, channel, and style of communications, communication for the purposes of assimilation, participative decision making, organizational change, crisis and conflict management, effective leadership, and emotions in the workplace.

Topics:

- The HR professional as negotiation agent
- Types of negotiation
- The importance of relationships
- Key negotiation concepts
- Preparing for a negotiation
- Negotiation strategies
- Barriers to agreement
- Negotiations with different stakeholders
- Negotiations related to mergers and acquisitions
- Corporate communications and the HR professional
- Developing an integrated corporate communication strategy
- Communication research, measurement, and evaluation
- Communication skills for effective negotiations
- Communicating with external audiences
- Communicating with employees
- Crisis communication

Textbooks:

: Negotiating Essentials - Theories, Skills, and Practice Pearson
ISBN-13: 9780131868663-AA

: Negotiating Essentials - Theories, Skills, and Practice Pearson
ISBN-13: 9780131868663

Learning Outcome:

- Appraise the nature of workplace conflict and negotiation strategies
- Prepare effective negotiations (with job seekers, bosses, peers, senior management, trade unions, vendors, consultants)
- Defend options for negotiations
- Develop employee communication strategy and plans
- Analyse stakes and stakeholders for negotiation and communication issues
- Evaluate corporate reputation, branding, and social responsibility

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	30
GROUP BASED ASSIGNMENT	20
Sub-Total	50

Examinable Component	Weightage (%)
ECA	50
Sub-Total	50

Weightage Total **100**