



APPLIES TO ACADEMIC YEAR 2006/2007

GRA 2423 Persuasion and influence

Program

Advanced Specialization Course (MSc), Master of Science in Business and Economics, Master of Science in Business and Economics (Organizational Psychology), Master of Science in Leadership and Organizational Psychology, Master of Science in Marketing (Management)

Responsible for the course

Linda Lai

Department

Leadership and Organizational Management

Term

According to study plan

ECTS Credits

6

Objective

Attempts to influence and persuade others represent crucial facets of human interaction within every social and professional domain. This course provides insights into fundamental psychological principles of influence and persuasion that have been proven particularly effective and universal, and which are of special relevance to areas such as management, marketing, sales and human behavior in organizations. Knowledge and awareness of effective principles of influence is valuable not only in understanding why some attempts to influence succeed while other attempts fail, and hence in improving the effectiveness of persuasion attempts. Of equal importance is the ability to identify and potentially reduce the impact of undesired influence attempts by others, including colleagues, managers and compliance professionals. Examples will be drawn from different domains throughout the course.

Prerequisites

GRA2204 Judgment and Decision making.

Compulsory literature

Books:

Cialdini, Robert B. 2001. Influence: science and practice. 4th ed. Mass. : Allyn and Bacon
O'Keefe, Daniel J. 2002. Persuasion : theory and research. 2nd ed. Thousand Oaks, Calif. : Sage Publications

Articles:

Selected research articles

Other:

Course material (handouts)

Recommended literature

Articles:

Selected research articles

Other:

Lewis, Alan, Paul Webley, Adrian Furnham. 1995. The new economic mind: the social psychology of economic behavior. New York : Harvester Wheatsheaf

Course outline

- The concepts of influence and persuasion
- Fundamental psychological principles of influence
- Factors that mediate and moderate influence (source, message, receiver and context factors)
- Influence tactics in organizations - lateral and vertical influence
- Effective and ineffective influence attempts
- Cultural differences and gender differences in persuasion
- Techniques for resisting persuasive attempts

Computer-based tools

Blackboard

Course structure

The course is 36 hours in duration.

Evaluation

Term paper (project assignment) that may be completed by groups of two or three students accounts for 80% of the final grade.

Class participation 20%

Evaluation code(s)

GRA 24231 counts for 100% of the grade in GRA 2423.

Aids at the examination

All aids are allowed.

Makeup exam

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or process elements, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee.

Honor Code

Academic honesty and trust are important to all of us as individuals, and they are encouraged and promoted by the honor system. This is a most significant university tradition. The honor system is the responsibility of students. As faculty, we share the commitment to the ideals of the honor system.

At no time should notes or papers or personal consultations based on previous semesters of this course be used. As part of the honor code papers handed in as part of the course is, at the discretion of the professor, scanned for plagiarism. We are using Safe Assignment in Black Board for this purpose. Any violation of the honor code will be dealt with in accordance with BI's procedures on cheating. These issues are a serious matter to everyone associated with the program. They are at the heart of the Honor Code and academy integrity. If you have any questions about your responsibilities under the honor code, please ask.