



APPLIES TO ACADEMIC YEAR 2009/2010

GRA 2423 Persuasion and Influence

Programme

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

Responsible for the course

Department

Department of Leadership and Organizational Behaviour

Term

According to study plan

ECTS Credits

6

Language of instruction

English

Introduction

Learning outcome

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 or equivalent, as well as knowledge in research method and multivariate statistics at the master's level. Please note that for courses at this level (advanced level), lack of prerequisite knowledge will significantly and negatively impact on learning opportunities and performance potential in the course.

Compulsory reading

Books:

Cialdini, Robert B. 2009. Influence : science and practice. 5th ed. Boston, Mass. :

Pearson/Allyn and Bacon

O'Keefe, Daniel J. 2002. Persuasion : theory & research. 2nd ed. Thousand Oaks, Calif. :

Sage Publications

Pratkanis, Anthony R., ed. 2007. The Science of social influence : advances and future

progress. New York : Psychology Press

Collection of articles:

Linda Lai (ed.). Selected research articles - an overview will be published on the Blackboard course page.

Other:

Course material (handouts)

During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.

Recommended reading

Books:

Huczynski, Andrzej. 2004. Influencing within organizations. 2nd ed. London: Routledge. (all

chapters are recommended)

Articles:

Selected research articles

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
- Ethical aspects of persuasion and influence in organizations
- Techniques for resisting persuasive attempts

Computer-based tools

Blackboard

Learning process and workload

The course is 36 hours in duration. Attendance at the first session and at assigned presentation times, as well as at minimum 80% of total class hours is compulsory.

Please note that while attendance is not compulsory in all courses, it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/Blackboard or text book.

Examination

Term paper (project assignment) that may be completed by groups of two or three students accounts for 60% of the final grade. Class presentations of articles, cases and/or term paper projects account for 20% of the final grade. Class participation accounts for 20% of the final grade. Class participation is graded based on class attendance and participation in class activities and discussions.

Specific information regarding student evaluation beyond the information given in the course description will be provided in class. This information may be relevant for requirements for term papers or other hand-ins, and/or where class participation can be one of several elements of the overall evaluation.

Exam code(s)

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

Examination support materials

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.
<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

Re-takes are only possible at the next time a course will be held. When the course evaluation has a separate exam code for each part of the evaluation it is possible to retake parts of the evaluation. Otherwise, the whole course must be re-evaluated when a student wants to retake an exam. Retake examinations entail an extra examination fee

Additional information

Honor Code

Academic honesty and trust are important to all of us as individuals, and represent values that are encouraged and promoted by the honor code system. This is a most significant university tradition. Students are responsible for familiarizing themselves with the ideals of the honor code system, to which the faculty are also deeply committed.

Any violation of the honor code will be dealt with in accordance with BI's procedures for cheating. These issues are a serious matter to everyone associated with the programs at BI and are at the heart of the honor code and academic integrity. If you have any questions about your responsibilities under the honor code, please ask.