



APPLIES TO ACADEMIC YEAR 2010/2011

## 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 It's learning course page.

#### Other:

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**

It's learning

**Learning process and workload**

A course of 6 ECTS credits corresponds to a workload of 160-180 hours.

Please note that it is the student's own responsibility to obtain any information provided in class that is not included on the course homepage/It's learning or text book.

**Examination**

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

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

This is a course with continuous assessment (several exam elements) and one final exam code. Each exam element will be graded using points on a scale (e.g. 0-100). The elements will be weighted together according to the information in the course description in order to calculate the final letter grade for the course. You will find detailed information about the point system and the cut off points with reference to the letter grades on the course site in It's learning.

**Examination code(s)**

GRA 24231 accounts for 100% of the final 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**

It is only possible to retake an examination when the course is next taught.

The assessment in some courses is based on more than one exam code.

Where this is the case, you may retake only the assessed components of one of these exam codes.

Where this is not the case, all of the assessed components of the course must be retaken.

All retaken examinations will incur an additional 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.