

# BUSM 3048 NEGOTIATION, BARGAINING AND ADVOCACY

**Credit Points** 10

**Legacy Code** 200613

**Coordinator** Michael Lyons ([https://directory.westernsydney.edu.au/search/name/Michael Lyons/](https://directory.westernsydney.edu.au/search/name/Michael%20Lyons/))

**Description** In 'Negotiation, Bargaining and Advocacy' students identify and assess contrasting approaches to negotiation and identify the importance of strategy and judgement in negotiation. Students develop their skills through a team-based online negotiation and a critique of the experience of this negotiation. Through case studies, students examine conciliation, mediation and arbitration with a particular focus on advocacy practice in industrial tribunals. An important theme in the subject is the assessment of the contextual and regulatory factors that shape negotiation, bargaining and advocacy practice. This aspect draws on contemporary debates in these spheres most notably concerning the Australian context.

**School** Business

**Discipline** Industrial Relations

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Pre-requisite(s)** BUSM 1023

**Equivalent Subjects** LGYA 9847 - Negotiation Bargaining and Advocacy

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Critically assess models of negotiation and bargaining and utilise these models to analyse and reflect upon negotiation practice;
2. Demonstrate the practical skills necessary to participate in negotiation and bargaining;
3. Evaluate advocacy practice and the processes of third-party dispute intervention;
4. Assess how contemporary legislative, political and technological contexts affect the processes of negotiation, bargaining and advocacy;
5. Produce well written and argued material in response to assessment tasks set for the subject.

## Subject Content

- Negotiation Overview
- Models of third party Dispute intervention
- Advocacy in third party Dispute intervention
- Advocacy in practice
- Distributive and Integrative Negotiation
- differentiation, exploring options and exchanging offers
- Constituency-based Negotiation
- Models of Negotiation and Bargaining
- power and ethics in Negotiation
- context of Negotiation ? Technology

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Quiz Questions	15	30	N	Individual	Y
Professional Task	5000 words (weeks 2-10)	30	N	Group	Y
Critical Review	1800 words	40	N	Individual	Y

Prescribed Texts

- Ray Fells and Noa Sheer (2020), Effective Negotiation: From Research to Results (4th Edition), Cambridge University Press.

Teaching Periods

## WSU Online TRI-3 (2024)

### Wsu Online

#### Online

**Subject Contact** Michael Lyons ([https://directory.westernsydney.edu.au/search/name/Michael Lyons/](https://directory.westernsydney.edu.au/search/name/Michael%20Lyons/))

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BUSM3048\\_24-OT3\\_OW\\_2#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3048_24-OT3_OW_2#subjects))

## Autumn (2025)

### Campbelltown

#### On-site

**Subject Contact** Michael Lyons ([https://directory.westernsydney.edu.au/search/name/Michael Lyons/](https://directory.westernsydney.edu.au/search/name/Michael%20Lyons/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM3048\\_25-AUT\\_CA\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3048_25-AUT_CA_1#subjects))

### Parramatta City - Macquarie St

#### On-site

**Subject Contact** Michael Lyons ([https://directory.westernsydney.edu.au/search/name/Michael Lyons/](https://directory.westernsydney.edu.au/search/name/Michael%20Lyons/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM3048\\_25-AUT\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3048_25-AUT_PC_1#subjects))

## WSU Online TRI-2 (2025)

### Wsu Online

#### Online

**Subject Contact** Michael Lyons ([https://directory.westernsydney.edu.au/search/name/Michael Lyons/](https://directory.westernsydney.edu.au/search/name/Michael%20Lyons/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=BUSM3048\\_25-OT2\\_OW\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM3048_25-OT2_OW_2#subjects))