



Universidad
de Navarra

Negotiation (FBA)
Guía docente 2025-26

INTRODUCTION

Short Description: This subject aims to improve the negotiation skills of students in a practical way. The premise is that people can improve their negotiation skills when given the opportunity to practice using new ideas and new tactics, experimenting and incorporating into their own repertoire those ideas that best suit their personal style or situation.

- **Degree:** Executive Master in Fashion Business Administration
- **Module in the Degree Program:** Applied Module / Negotiation
- **ECTS:** 1,5
- **Course:** 1
- **Type:** Obligatory
- **Instructors:** Prof. Josep Domínguez Email
- **Language:** English
- **Aula:** 5

SKILLS

CB6 - Possessing and understanding knowledge that provides a basis or opportunity to be original regarding the development and/or application of ideas, often within a research context.

CB7 - Students should know how to apply the knowledge acquired and have an ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts relating to their area of study.

CB8 - Students should be able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9 - Students should know how to communicate their conclusions and knowledge and the ultimate reasons that underpin them to specialized and non-specialized sections of the public in a clear and unambiguous way.

CB10 - Students should have the learning skills that allow them to continue studying in a way that is largely self-directed or autonomous.

CG01 - Development of a problem-solving approach; becoming accustomed to thinking critically and proposing creative solutions to problems.

CG02 - Identification and effective handling of information relevant to the work. Exhaustive management of information sources within the fashion industry and gathering of data, contrasting them with different situations.

CG03 - Development of personal skills for management: prioritizing objectives, programming activities in an appropriate manner and executing them within the foreseen period, revealing a capacity for criticism, reflection, time management, sensitivity to human diversity, in different situations and in different cultures, as well as an ability to continue learning through experience.



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CG04 - Achieving effective performance in teamwork environments. Developing the ability to foster an environment of collaboration, communication and trust among team members, as well as diagnosing, facing and resolving interpersonal conflicts without damaging personal relationships.

CG05 - Listening to and conveying ideas effectively, using the appropriate channel at the right time, basing your observations and conclusions on specific data.

CG06 - Reaching satisfactory agreements for the parties involved, and discovering or creating elements that generate an added-value dimension for the relationship.

CG07 - Develop initiative and entrepreneurial behavior capabilities, initiating and promoting the necessary changes with energy and personal responsibility.

CG08 - Acquiring new knowledge, modifying habits and being open to change.

CG09 - Recognizing and addressing the ethical and social responsibility dilemmas in an appropriate manner, applying deontological principles and organizational values to the situations and options that are presented.

CG10 - Developing business leadership, not only as a matter of knowledge, technology or charisma, but becoming aware that it also feeds on generosity, creativity, enthusiasm and the example of one's own behavior, as well as an ability to create a climate of trust among collaborators.

CE06 - Identify, in the fashion industry, the specific problems of small and medium-sized companies that are not very professional.

CE07 - Acquire knowledge and skills relating to the analysis, design and evaluation of company policies, in changing environments, to satisfy the interests of its clients and other stakeholders, including criteria such as sustainability, globalization and corporate social responsibility.

CE09 - Acquire a global vision of the fashion industry and the functioning of its market: to understand fashion as a sector of activity subject to progressively shorter cycles, one that struggles to adapt to a complex consumer in which decisive factors - aesthetic, sociocultural, anthropological, emotional - have to be known in depth (segmentation, behavior, trends).

CE10 - Design a commercial strategy, in constantly-changing contexts, in which the following play a key role: commercial research, consumer behavior, the portfolio of company brands, the distribution process and business plans.

PROGRAM

Negotiation is an essential aspect for any human activity in which there is a relationship with other people. This module aims to provide students with the learning and practice required regarding the basics of correct negotiation.

In addition to the development of negotiation skills during the course through negotiation practice, the objective of the course is for students to learn how to learn from their own experiences.

Solving problems and practical issues relating to the subject.

All students will have basic knowledge of cooperative negotiation with a model of 8 simple, but very effective steps used in the real world in the top negotiations.



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Is divided into 6 sessions:

Session 1: Introduction - Presentation of the model

- What is negotiation and what is it not.
- Types of Negotiations
- How the playing field of a negotiation is structured
- Presentation of the 8-phase model

Session 2: Phases of the negotiation model #1 Preparation - #4 Proposals

- Phase 1: Preparation
- Phase 2: Argumentation
- Phase 3: Signals
- Phase 4: Proposals

Session 3: Application first 4 phases with a real case and practice

Session 4: Phases of the negotiation model #5 Reformulation - #8 Agreement and application of the model with a real case.

- Phase 5: Reformulation
- Phase 6: Exchange
- Phase 7: Closing
- Phase 8: Agreement

Session 5-6: Application full model with a real case and practice

EDUCATIONAL ACTIVITIES

Training Activities

- Face-to-face classes
- Teamwork
- Guided projects
- Tutorials
- Personal study
- Assessment

Teaching Methodologies

- Face-to-face classes
- Implementation of practical exercises
- Student's study based on different sources of information
- Implementation of off-campus work
- Elaboration of reports



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ASSESSMENT

ORDINARY CALL

Participation in class -50%

Negotiation case- 50%

EXTRAORDINARY CALL

Negotiation case- 100%

They will have to present a negotiation approach following the model of the 8 phases. The goal is to ensure that students have acquired the necessary knowledge.

OFFICE HOURS

At the request of the student, the most convenient tutorial times shall be arranged.

- jdominguezmallen@gmail.com

BIBLIOGRAPHY AND RESOURCES

Cases and technical notes

Material handed over in class