

PSY 490: Organizational Influence

Summer, 2002

Dr. Mike Aamodt

Course Description

Organizational Influence will focus on ways in which employees and leaders can use psychology to influence others. The course will cover such methods as contrast, commitment, social proof, consistency, reciprocity, persuasion, power, and negotiation. The course will also cover psychological methods that can be used to keep from being influenced by others.

Course Objectives

- Understand the importance of developing social influence skills in organizations
- Develop the skill to influence others
- Be able to identify situations in which others are using influence tactics
- Be able to defend against the influence tactics of others
- Be able to deliver a persuasive argument
- Be able to negotiate a mutually beneficial agreement

Guided Study Courses

Organizational Influence is considered to be a guided study course. Guided study courses are designed primarily for working adults who have difficulty attending class during the week. The student will independently read five books and answer structured questions on the content of what they have read. Four times during the semester, the students will meet as a group to review and discuss what they have learned from their reading.

Topics are carefully chosen for guided study courses. For a successful guided study course, there must be sufficient reading available on a topic so that knowledge can be obtained through this reading, rather than by listening to lectures. Such reading is certainly available in the area of organizational influence.

To successfully complete the course and receive a good grade, it is essential that students manage their time sufficiently so that they can read one book per week and answer approximately 30 questions on the reading. If you have difficulty working independently or have commitments that will keep you from doing the reading during the allotted time, a guided study course is not for you. Feedback from previous students indicates that the time spent on a guided study course is equal to or greater than that spent on a traditional course. The difference is that the time is spent reading and thinking about material rather than listening to lectures.

Class Meetings

Saturday	May 18	9:00a.m. - 12:45 p.m.	RU 346
Saturday	June 1	9:00a.m. - 12:45 p.m.	RU 346
Saturday	June 8	9:00a.m. - 12:45 p.m.	RU 346
Saturday	June 15	9:00a.m. - 12:45 p.m.	RU 346

Required Reading

The following five books will be used in the course. The prices listed were obtained from Amazon.com during February.

Cialdini, R. B. (2001). <i>Influence: Science and practice</i> (4 th Ed.). Boston: Allyn & Bacon (ISBN 0-321-01147-3)	\$15.39
Fisher, R., & Ertel, D. (1995). <i>Getting ready to negotiate</i> . NY: Penguin (ISBN 0-14-023531-0)	\$12.00
Fisher, R., & Ury, W. (1991). <i>Getting to yes: Negotiating agreement without giving up</i> . NY: Penguin (ISBN 0-14-015735-2)	\$11.20
Hogan, K. (1996). <i>The psychology of persuasion</i> . Gretna, LA: Pelican Publishing (ISBN 1-56554-146-4).	\$15.40
Kolb, D. M., & Williams, J. (2000). <i>The shadow negotiation</i> . NY: Simon and Schuster. (0-684-83840-0)	\$18.20
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	\$72.19

Grading

To receive a particular grade, the following requirements must be met:

- A Attend in entirety, all four class meetings
Participate in class discussion
Earn a grade of at least 90% on the final, take-home exam
Receive an average grade of 90 on the written assignments for each book
Bring a media example of influence to the last class meeting to discuss
- B Attend in entirety at least three of the class meetings
Participate in class discussion
Receive an average grade of 85 on the written assignments for each book
Bring a media example of influence to the last class meeting to discuss
- C. Attend in entirety at least three of the class meetings
Participate in class discussion
Receive an average grade of 75 on the written assignments for each book
Bring a media example of influence to the last class meeting to discuss
- D Attend in entirety at least three of the class meetings
Receive an average grade of 65 on the written assignments for each book
- F Attend fewer than three class meetings
Receive an average grade of less than 65 on the written assignments for each book

Writing Assignments

For each book, students will answer approximately 30 questions that will help guide their comprehension and application of the material. The following schedule should be used for reading the books and answering the book questions. Unless a student has received prior permission from the instructor, five points will be deducted for each week that an assignment is late. *Please note that the first reading assignment is due the first day the class meets.*

The questions are available in several forms. (1) Copies of the questions (in a Word document) will be emailed to registered students on May 11, (2) The questions (in a Word document) can be pulled from my web site (www.radford.edu/~maamodt) by selecting "Classes I Teach" and then selecting "PSY 490: Organizational Influence." (3) Hard copies of the handouts will be provided on May 18. The advantage to obtaining the questions by email or the web is that the questions can be saved as Word files, allowing you to type your answers right after each question.

Book	Questions Due
<i>Influence: Science and practice</i>	May 18
<i>The psychology of persuasion</i>	June 1
<i>Getting ready to negotiate</i>	June 8
<i>Getting to yes: Negotiating agreement without giving up</i>	June 8
<i>The shadow negotiation</i>	June 15

Final Exam

The final exam will be distributed during the last day of class (June 15). It will be an open-book, take-home exam that is due Saturday, June 29. Only students trying to earn a grade of "A" are required to take the exam. Students turning in their exams prior to June 22 will receive immediate feedback on their test score and will be allowed to retake the exam once if they do not obtain the desired score.