

Unit Title: Negotiate in a business environment

OCR unit number 408
 Sector unit number K/601/2561
 Level: 4
 Credit value: 7
 Guided learning hours: 40

Unit purpose and aim

This unit is about preparing for, and carrying out negotiations with other parties, in a business environment.

Learning Outcomes	Assessment Criteria	Exemplification
<p>The Learner will:</p> <p>1. Understand how to prepare for negotiations</p>	<p>The Learner can:</p> <p>1.1 Explain the main principles of negotiation</p> <p>1.2 Explain the process of negotiation and how it is used in business</p> <p>1.3 Outline commercial and ethical frameworks that are important in negotiations</p> <p>1.4 Analyse the purpose and benefits of different negotiation strategies and techniques</p> <p>1.5 Explain the value of understanding the roles and levels of responsibility of other negotiators</p> <p>1.6 Explain the purpose and benefits of understanding the objectives of the other negotiators</p> <p>1.7 Explain the purpose of understanding own level of responsibility and authority in negotiations</p> <p>1.8 Explain the purpose and benefits of research and preparation before negotiations</p> <p>1.9 Analyse how differences in culture may impact on</p>	<p>Learning outcomes 1, 2, 3 and 4 must be assessed using methods appropriate to the assessment of knowledge and understanding. A holistic approach to assessment should be adopted so that one piece of evidence covers more than one learning outcome and several assessment criteria and where appropriate, can be evidenced across units.</p>

	<p>negotiations</p> <p>1.10 Explain the purpose and benefits of having clear and realistic objectives for negotiations</p> <p>1.11 Explain the purpose and benefits of having compromise positions</p>	
2. Understand how to conduct negotiations	<p>2.1 Explain the purpose and benefits of being flexible during negotiations while seeking to achieve the main objectives</p> <p>2.2 Explain the purpose of keeping to the brief during negotiations</p> <p>2.3 Explain the purpose of keeping to own level of authority during negotiations</p> <p>2.4 Explain the purpose of referring issues to others, where required</p> <p>2.5 Explain the purpose and benefits of keeping goodwill during negotiations, and ways of doing so</p>	
3. Understand how to complete negotiations	<p>3.1 Explain the purpose and benefits of achieving a 'win-win' outcome</p> <p>3.2 Explain the purpose of keeping an accurate record of negotiations, and agreeing the record</p> <p>3.3 Explain the purpose of withdrawal from negotiations, where needed</p>	
4. Be able to prepare for negotiation	<p>4.1 Prepare a negotiating brief</p> <p>4.2 Identify and prioritise objectives and compromise positions</p> <p>4.3 Identify objectives other negotiators may have</p> <p>4.4 Research and assess the strength of the other negotiators</p> <p>4.5 Identify potential problems in negotiations and suggest solutions to</p>	<p>Assessment should be planned to maximise the opportunities for the candidate to demonstrate their ability to negotiate in a business environment</p>

	<p>overcome them</p> <p>4.6 Make sure all involved in the negotiations are fully briefed and prepared</p>	
5. Be able to conduct negotiations	<p>5.1 Carry out negotiations in line with the commercial and ethical frameworks of an organisation</p> <p>5.2 Carry out negotiations within limits of own authority</p> <p>5.3 Make proposals which meet personal / organisational objectives, and those of the people being negotiated with (where possible)</p> <p>5.4 Adapt negotiation strategy to obtain results that meet minimum or agreed outcomes</p> <p>5.5 Clarify other people's understanding, and respond to their queries and objections</p> <p>5.6 Suggest solutions to deal with problems</p> <p>5.7 Refer the negotiations when matters arise which require authorisation</p> <p>5.8 Carry out negotiations in a way that creates goodwill and promotes a positive image of an organisation</p>	
6. Be able to complete negotiations	<p>6.1 Reach an agreement to the satisfaction of all those involved in the negotiations, where possible</p> <p>6.2 Maintain clear and correct records of the negotiations and agree them with all involved</p> <p>6.3 Withdraw from negotiations to re-consider current position, if necessary</p> <p>6.4 Complete negotiations in a way that creates goodwill and promotes a positive image of an organisation</p>	

Assessment

This unit is centre assessed and externally verified. Your assessor will use a range of assessment methods which may include:

- observation of performance in the work environment
- examination work products
- questioning the learner
- discussing with the learner
- use of others (witness testimony)
- looking at learner statements
- recognising prior learning

Evidence requirements

A range of evidence should be gathered to cover the Learning Outcomes and Assessment Criteria. Examples may include:

- Annotated organisational policies and procedures
- Negotiation brief
- Action plan
- Records of research and findings
- Communications with others involved in the negotiations
- Records of potential problems and recommended solutions
- Records of and adaptations to negotiation
- Final record of agreement
- Feedback from those involved in the negotiations

Guidance on assessment and evidence requirements

Refer to sections on Assessment and Evidence requirements above.

National Occupational Standards (NOS) mapping/signposting

This unit is based on the BAG124 Negotiate in a business environment.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Link to functional skills standards <http://www.gcda.gov.uk/15565.aspx>

Functional Skills Standards					
English		Mathematics		ICT	
Speaking and Listening	✓	Representing		Use ICT systems	✓
Reading	✓	Analysing		Find and select information	✓
Writing	✓	Interpreting		Develop, present and communicate information	✓

Resources

Access to a working environment with associated equipment and resources

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .