

2019.HS

<b>Module Name: Debating and Negotiation Skills</b>			
Module Code	w.BA.XX.2DVF.XX		
Module Description	Students are given the opportunity to review and further develop their personal eloquence in complex, demanding situations (negotiations and debates). In particular, their reasoning skills, ability to convince others, and power of expression are further developed/practiced and strengthened.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Accounting, Controlling, Auditing</li> <li>§ Business Administration - Banking and Finance</li> <li>§ Business Administration - Banking and Finance (FLEX)</li> <li>§ Business Administration - Banking and Finance (PiE)</li> <li>§ Business Administration - Economics and Politics</li> <li>§ Business Administration - General Management</li> <li>§ Business Administration - General Management (Flex)</li> <li>§ Business Administration - Risk and Insurance</li> <li>§ Business Information Technology</li> <li>§ Business Law</li> </ul>		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Komm. & Mathem. in W&R Ltg.		
Module Coordinator	Christian Stadler (stla)		
Deputy Module Coordinator	Jeannette Philipp (phij)		
Prerequisite Knowledge	-		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ master and further develop the relevant aspects of reasoning.</li> <li>§ are able to withstand verbal attacks even in difficult interactive situations and present their own opinion convincingly.</li> <li>§ negotiate effectively even in complex situations and in dealing with difficult interlocutors.</li> <li>§ are able to conduct and critically analyze a debate.</li> <li>§ are able to use conversation tactics, repartee, objection techniques, and reasoning strategies effectively.</li> <li>§ know the key negotiation theories and are able to design a negotiation for a specific situation.</li> </ul>		

Module Content	§ Cultured confrontation: debate and disputation § Video recordings of own verbal interventions and their effect on the course of an interaction § Reflecting on and evaluating video recordings § Negotiation techniques for difficult situations § Reasoning techniques/strategies/tactics § The pull-push method § Quick wit and counter-arguments § Negotiation tactics		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.2Komm.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Project Work § Literature Review	<b>Social Settings Used:</b> § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key)		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	-	-	
Small Class	28 h	46 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>46 h</b>	
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Debate	Pass/Fail	-	-
Negotiation concept	Grade	-	50,00 %
Negotiation	Grade	30	50,00 %
Classroom Attendance Requirement	-		
Language of Instruction/Examination	German		
Compulsory Reading	§ See semester program on Moodle		
Recommended Reading	§ Fisher, R. & Shapiro, D. (2007). Erfolgreich verhandeln mit Gefühl und Verstand. Frankfurt a. M: Campus. ISBN 978-3593383910. § Fisher, R., Ury, W. & Patton, B. (2009). Das Harvard-Konzept. 23rd edition. Campus: Frankfurt a. M. ISBN 978-3593389820. § Schraner, M. (2001). Verhandeln im Grenzbereich. Strategien und Taktiken für schwierige Fälle. Berlin: Econ. ISBN 978-3430180689. § Herrmann, M., Hoppmann, M. & Stölzgen, K. (2012). Schlüsselkompetenz Argumentation. 2nd edition. Paderborn: Schöningh. ISBN 978-3825238292. § Edmüller, A. & Wilhelm, T. (2014). Manipulationstechniken. So wehren Sie sich. 3rd edition. Freiburg: Haufe Lexware. ISBN 978-3648052402.		
Comments	In the event of a "fail" in the "Debate" performance assessment, students are allowed to redo the performance assessment once within seven days, in accordance with the instructor's instructions, in order to still obtain a pass. If the work is inadequate or not completed on time, a whole grade point will be deducted from the final module grade.		