

Valid for 2022.HS

Module Name: Negotiation Management	
Module Code	w.MA.XX.VM.18HS
Module Description	This module provides students with insights and practical advice on aspects of negotiation. It introduces students to the key concepts, principles and skills required to conduct negotiations, mainly in a business context. The aim of the module is to teach skills to successfully conduct private and business negotiations. Each part of the course starts with a short theoretical input session. This is followed by a practical segment in which students apply what they have learned in entertaining negotiation role-play exercises set in the private and business world. Through this learning by doing, students are taught various methods of how to conduct negotiations effectively and bring them to a successful conclusion. The module also addresses the topics of emotions, cognitive effects, nonverbal communication, micro-expressions, and lie detection that can influence negotiation situations.
Program and Specialization	Accounting and Controlling
Legal Framework	Academic Regulations MSc in Accounting and Controlling dated 10.12.2015, Appendix to the Academic Regulations for the degree program in Accounting and Controlling, first adopted on 26.01.2016
Module Category	Module Type: Compulsory Elective
ECTS	3
Organizational Unit	W Institut für Financial Management (IFI)
Module Coordinator	Oliver Thomas (thol)
Deputy Module Coordinator	Christa Bosch (bocc)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § can conduct negotiations in complex situations involving difficult partners and bring them to a successful conclusion. § are familiar with important negotiation theories and are able to design an effective negotiation for a practical purpose. § see through frequently used negotiation tactics and are able to use them. § know the difference between a fact-based and a position-based negotiation model. § understand the role of emotions and cognitive effects in the context of negotiations. § have been introduced to the fundamental aspects of non-verbal communication, micro-expressions, and lie detection.

Module Content	§ Introduction to negotiation techniques: negotiation models, negotiation structures and processes § A position-based (distributive) negotiation model: characteristics and structure of position-based negotiations; ZOPA, BATNA, and reservation price; introduction to guidelines § A fact-based (integrative) negotiation model: characteristics of fact-based negotiations, preparing for a negotiation, introduction to the Harvard concept § Emotions and cognitive effects § Non-verbal communication § Micro-expressions and lie detection § Multi-party negotiations: special features and problems of complex multi-party negotiations and in an international context		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Problem-Oriented Teaching	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	20 h	-	
Excercise	8 h	-	
Project Work	-	-	
Seminar	-	-	
Total	28 h	0 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	60	100,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"		
	Others	Assessment	Length (min.)
	-	-	-
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: 80% Due to the practical and task-oriented nature of the module, at least 80% attendance is required to pass the module. Brief sections of theoretical input are followed by practical sections, in which the acquired knowledge is applied to the business context by means of entertaining, practical negotiation exercises (role play).		
Language of Instruction/Examination	German		
Compulsory Reading	§ Fisher, R., Ury, W. & Patton, B. (2009). Das Harvard-Konzept. 23rd edition. Frankfurt a.M: Campus. ISBN 978-3593389820. § Nasher, J. (2015). Deal. Du gibst mir, was ich will. 4th edition. München: Goldmann. ISBN 978-3-442-17471-3. § Nasher, J. (2012). Durchschaut. Das Geheimnis, kleine und grosse Lügen zu entlarven. 4th edition. München: Heyne. ISBN 978-3-453-60246-5.		
Recommended Reading	-		
Comments	-		