

Tárgytematika / Course Description

Negotiation Techniques I.

AKNB_NKTA064

Tárgyfelelős neve /

Teacher's name: dr. Tompos Anikó

Félév / Semester: 2019/20/2

Beszámolási forma /

Assesment: Beszámoló (ötfokozatú)

Tárgy heti óraszám /

Teaching hours(week): 0/4/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

The course aims to develop course participants' sensitivity to, and better understanding of, the structure and language of meetings and negotiations as well as to familiarise them with theoretical frameworks so that they are able to chair and take part in business meetings and conduct negotiations both as main and support speakers.

TANTÁRGY TARTALMA / DESCRIPTION

Week 1: Course description, course requirements. Meetings and negotiations.

Week 2: Effective meetings I: the role of the chair, aims and objectives, preparation . The opening remarks.

Week 3: Effective meetings II: Problem-solving and information-giving meetings. Asking for and giving information. Interrupting and handling interruptions. Describing graphs and charts. Short oral reports and presentations during a meeting.

Week 4: Effective meetings III: 4. Asking for and giving clarification. Delaying decisions. Closing the meeting. The closing remarks.

Week 5: Simulation of meetings (group preparation).

Week 6: Effective negotiations I: Preparation for negotiations: the balance of power, priorities, potential concessions, establishing positions (OP, TP, WAP). Best alternative to a negotiated agreement (BATNA).

Week 7: Effective negotiations II: Types of negotiations. The opening statement.

Week 8: Effective negotiations III: Bargaining and making concessions. Ranking concessions. Accepting/rejecting and confirming. Roles and functions: main speaker, support speakers.

Week 9: Effective negotiations IV: Summarising and looking ahead. The minutes of the meeting. Follow-up steps.

Week 10: Effective negotiations V: Types of negotiators. (Ethically ambiguous) negotiating tactics. Dealing with problems. Not getting what you don't want. Rejecting. Closing remarks.

Week 11: Group/pair negotiations (group/pair preparation).

Week 12: Pair negotiations (individual preparation).

Week 13: Case study. End-of-term test.

Week 14: Course evaluation.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

0 – 50% fail (1)

51 – 63% sufficient/pass (2)

64 – 76% fair/satisfactory (3)

77 – 89% good (4)

90 – 100% excellent (5)

Prerequisite for end-of-term signature: (1) regular attendance of lessons (2) participation in at least two simulation tasks (3) end-of-term test. The end-of-term mark is based on participants' coursework and home assignments (30 marks), simulation tasks (50 marks) and end-of-term test (20 marks).

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory reading:

Simon Sweeney (2003) English for Business Communication. Cambridge: CUP pp. 96-153.

Recommended readings:

Rogers, D. (2001) Business communications. International case studies in English. Cambridge: CUP.

Rogers, D. (1997) English for international negotiations. A cross-cultural case study approach. New York: St Martin's Press.

Fisher, R., Ury, W.L., Patton, B. (2011) Getting to Yes: Negotiating Agreement Without Giving In. New York: Penguin Books.

Wheeler, M. (2003) Negotiation (Harvard Business Essentials Series). Boston: Harvard Business School Publishing.