

## **Tárgytematika / Course Description**

### **Negotiation Techniques II. / Foreign Language IV.**

**AKNB\_NKTA069**

**Tárgyfelelős neve /**

**Teacher's name:** dr. Tompos Anikó

**Félév / Semester:** 2021/22/1

**Beszámolási forma /**

**Assesment:** Beszámoló (ötfokozatú)

**Tárgy heti óraszám /**

**Teaching hours(week):** 0/4/0

**Tárgy féléves óraszám /**

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

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#### **OKTATÁS CÉLJA / AIM OF THE COURSE**

The course aims to familiarise students with the structure, theoretical frameworks (types of negotiations and negotiators, tactics, etc.) and language (in French and/or German and/or Italian) of meetings and negotiations as well as to encourage them to apply the gained theoretical knowledge in practice through simulation tasks in order to enable them, in the given foreign language, to chair and take part in business meetings and conduct negotiations both as main and support speakers.

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#### **TANTÁRGY TARTALMA / DESCRIPTION**

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

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

Week 3: Problem-solving and information-giving internal negotiations/meetings. Asking for and giving information. Interrupting and handling interruptions. Describing graphs and charts. Short oral reports and presentations during a discussion.

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

Week 5: Simulation of meetings (group preparation).

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

Week 7: Types of negotiations. The opening statement.

Week 8: Bargaining and making concessions. Ranking concessions. Accepting/rejecting and confirming. Roles and

functions: main speaker, support speakers.

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

Week 10: Types of negotiators. (Ethically ambiguous) negotiating tactics and tricks. 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.

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## **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD**

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, home assignments (30 marks), simulation tasks (50 marks) and end-of-term test (20 marks).

0 – 50% fail (1)

51 – 63% passed (2)

64 – 76% satisfactory (3)

77 – 89% good (4)

90 – 100% excellent (5)

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## **KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

Compulsory readings

French:

Marc Cathelineau (1991) *Négociier gagnant*, InterEditions (pratique de la négociation) InterEditions

German:

Peter Knapp/Andreas Novak (2006) Effizientes Verhandeln. Konstruktive Verhandlungs-techniken in der täglichen Praxis. Frankfurt am Main: Verlag Recht und Wirtschaft GmbH.

Italian:

Incalcaterra-Mc. Loughlin, L. – Pla-Lang, L. – Schiavo-Rothlener, G.2015. Italiano per economisti. Firenze: Alma Edizioni  
<http://www2.tf.jcu.cz/~mackerle/dl/temp/italstina/Italiano%20per%20economisti.pdf>

Recommended readings

French:

La Négociation d'Affaires

<https://www.marketing-etudiant.fr/cours/n/cours-negociation-d-affaire.php>

German:

Roger Fisher/William Ury/Bruce Patton (2015) Das Harvard-Konzept: Die unschlagbare Methode für beste Verhandlungsergebnisse. E-Book. Campus Verlag

Italian:

Cherubini, N. 2006. L'italiano per gli affari. Roma: Bonacci Editore