Joint Master´s program Biomedical Engineering

X4M 2235 Successful negotiation and communication	Lecture and practical, 2 SWS
Workload:	see related module
Credit-points:	2
Lecturer:	Marc Opresnik
Language:	English
Curriculum:	Master`s program Biomedical Engineering, 2nd Semester
Prerequisites according to examination regulations	None
Recommended prerequisites:	None
Learning outcomes:	The students know about to know the techniques, strategies and tactics of successful negotiations and apply them in a practical manner. The students are prepared for executive functions in their future career.
Content:	Participants acquire successful negotiation techniques to better understand and lead negotiations in every situation. In addition, students will learn how to analyze negotiation partners and their motives thoroughly, interpret group processes and how to keep a cool head in difficult situations. The knowledge transfer in the seminar is supported by the integration of real-life examples and the application of practical cases. A leader constantly faces situations in which he needs to represent his own position and to achieve the best results for his business, his project, his strategy or his team. In this context, interdisciplinary negotiation, communication and reasoning skills are of decisive importance. Conversation, argumentation and negotiation skills is the ability to convincingly act and to meet the negotiation or dialogue partners - be they superiors, colleagues, customers or external stakeholders such as suppliers, politicians or investors - with a sophisticated negotiation technique in order to achieve the desired goals. The challenge is always to reach a constructive agreement and to lead the negotiation in such a way that a sustainable win-win strategy for all parties involved is generated.
Literature:	Opresnik: Opresnik, M.: The Hidden Rules of Successful Negotiation and Communication, Springer, Heidelberg/New York/London, 2014
Examination:	Oral examination

Teaching methods:	LCD-projector, board