

# Module Successful negotiation and communication

Module Name Successful negotiation and communication

Module Number	X4M 2235	Level	Master	Short Name	SNC
Responsible Lecturers	Prof. Dr.-Ing. Marc Opresnik				
Department, Facility	THL, Applied Natural Sciences				
Course of Studies	Biomedical Engineering, Master				
Compulsory/elective	Elective	ECTS Credit Points	2		
Semester of Studies	2	Semester Hours per Week	2		
Length (semesters)	1	Workload (hours)	60		
Frequency	SuSe	Presence Hours	25		
Teaching Language	English	Self-Study Hours	35		
Consideration of Gender and Diversity Issues	<input checked="" type="checkbox"/> Use of gender-neutral language (THL standard) <input type="checkbox"/> Target group specific adjustment of didactic methods <input type="checkbox"/> Making subject diversity visible (female researchers, cultures etc.)				
Applicability	Biomedical Engineering				
Remarks	None				

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### Course 1: Successful negotiation and communication Lecture and practical

Course Number		Short Name	SNC
Course Type	Lecture and practical	Form of Learning	Presence
Mandatory Attendance	<input checked="" type="checkbox"/>	ECTS Credit Points	2
Participation Limit	None	Semester Hours per Week	2
Group Size (practical training, exercises, ...)	None	Workload (hours)	60
Teaching Language	English	Presence Hours	25
Study Achievements („Studienleistung“, SL)	None	Self-Study Hours	35
SL Length (minutes)	n. a.	SL Grading System	n. a.
Exam Type	Oral Exam	Exam Language	English
Exam Length (minutes)	20	Exam Grading System	One-third Grades
Learning Outcomes	<p>The students know about to know the techniques, strategies and tactics of successful negotiations and apply them in a practical manner.</p> <p>The students are prepared for executive functions in their future career.</p>		
Participation Prerequisites	None		
Contents	<p>Participants acquire successful negotiation techniques to better understand and lead negotiations in every situation. In addition, students will learn how to analyse 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.</p> <p>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.</p>		

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Literature	Prime Reading: Opresnik, M.: Using the Force of Communicative Intelligence: Simply and intelligently explained strategies and tactics for successful negotiations, sales talks and presentations, Opresnik Management Consulting, Lübeck, 2020  Opresnik: Opresnik, M.: The Hidden Rules of Successful Negotiation and Communication, Springer, Heidelberg/New York/London, 2014
Remarks	None