

Valid from 2025.HS

| Module description: Negotiation Management | |
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| Module Code | w.MA.XX.VM.18HS |
| ECTS Credits | 3 |
| Language of Instruction/Examination | German |
| Module Description | <p>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.</p> |
| Organizational Unit | Institut für Financial Management (IFI) |
| Module Coordinator | Oliver Thomas |
| Program and Specialization | <ul style="list-style-type: none"> 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 |
| Prerequisite Knowledge | |
| Contribution to Program Learning Objectives (by the concerned Module) | <ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence |
| Contribution to Program Learning Objectives | <p>Professional Competence</p> <ul style="list-style-type: none"> 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 <p>Methodological Competence</p> <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> Self-Management & Self-Reflection Ethical & Social Responsibility Learning & Change |

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| Module Learning Objectives | Students... <ul style="list-style-type: none">• 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 apply 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.• learn the fundamental aspects of non-verbal communication, micro-expressions, and lie detection. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Module Content | <ul style="list-style-type: none">• 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 biases• Verbal and non-verbal communication• Micro-expressions and lie detection | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Links to other modules | This module is linked to the following modules: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Digital Learning Resources | <ul style="list-style-type: none">• Reader• Teaching Videos• Practice and Application Exercises (with Key)• Case Studies (with Key) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Methods of Instruction | <ul style="list-style-type: none">• Interactive Instruction• Problem-Oriented Teaching• Lecture• Case Studies• Exercises | | Social Settings Used: <ul style="list-style-type: none">• Individual Work• Group Work• Pair Work | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Type of Instruction | <table><tr><td></td><td>Classroom Instruction</td><td>Guided Self-Study</td><td colspan="2">Autonomous Self-Study</td></tr><tr><td>Lecture</td><td>20 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Excercise</td><td>8 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Project Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>28 h</td><td>0 h</td><td colspan="2">62 h</td></tr></table> | | | | | Classroom Instruction | Guided Self-Study | Autonomous Self-Study | | Lecture | 20 h | - | | | Excercise | 8 h | - | | | Project Work | - | - | | | Seminar | - | - | | | Total | 28 h | 0 h | 62 h | | | |
| | Classroom Instruction | Guided Self-Study | Autonomous Self-Study | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Lecture | 20 h | - | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Excercise | 8 h | - | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project Work | - | - | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Seminar | - | - | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 28 h | 0 h | 62 h | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Performance Assessment | <table><tr><td colspan="2">End-of-module exam</td><td>Form</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">-</td><td></td><td></td><td></td></tr><tr><td colspan="2">Permitted Resources</td><td colspan="3"></td></tr><tr><td colspan="5"></td></tr><tr><td colspan="2">Others</td><td>Assessment</td><td>Format</td><td>Length (min.)</td><td>Weighting</td></tr><tr><td colspan="2">Written Assignment</td><td>Grade</td><td>Gruppenarbeit</td><td>0</td><td>100.00</td></tr></table> | | | | End-of-module exam | | Form | Length (min.) | Weighting | - | | | | | Permitted Resources | | | | | | | | | | Others | | Assessment | Format | Length (min.) | Weighting | Written Assignment | | Grade | Gruppenarbeit | 0 | 100.00 |
| End-of-module exam | | Form | Length (min.) | Weighting | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| - | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Permitted Resources | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Others | | Assessment | Format | Length (min.) | Weighting | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Written Assignment | | Grade | Gruppenarbeit | 0 | 100.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Classroom Attendance Requirement | 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). | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| Compulsory Reading | <ul style="list-style-type: none">• Nasher, J. (2012). Durchschaut. Das Geheimnis, kleine und grosse Lügen zu entlarven. 4th edition. München: Heyne. ISBN 978-3-453-60246-5.• Nasher, J. (2015). Deal. Du gibst mir, was ich will. 4th edition. München: Goldmann. ISBN 978-3-442-17471-3.• Fisher, R., Ury, W. & Patton, B. (2009). Das Harvard-Konzept. 23rd edition. Frankfurt a.M: Campus. ISBN 978-3593389820. |
| Recommended Reading | |
| Comments | |