Debating and Persuasive Communication.
Negotiation Techniques

Code: 42993
ECTS Credits: 6

<table>
<thead>
<tr>
<th>Degree</th>
<th>Type</th>
<th>Year</th>
<th>Semester</th>
</tr>
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<tbody>
<tr>
<td>4313781 Enterprise Law</td>
<td>OB</td>
<td>0</td>
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</table>

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Email: Isabel.Martinez@uab.cat

Use of Languages

Principal working language: spanish (spa)

Prerequisites

There are no previous requirements.

Objectives and Contextualisation

To obtain specialized knowledge of the techniques of persuasive oratory and communication, as well as negotiation techniques

Competences

- Apply public speaking, persuasive communication and negotiation techniques in the field of business law.
- Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
- Continue the learning process, to a large extent autonomously
- Integrate knowledge of the law and of negotiation to make judgments in the business context.
- Work in a team to create synergies in the workplace, in a coordinated, cooperative fashion.

Learning Outcomes

1. Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
2. Continue the learning process, to a large extent autonomously
3. Describe the key elements of persuasive communication in the business context.
4. Identify the different negotiation techniques used in the field of business law.
5. Use negotiation techniques in different typical scenarios.
6. Use public speaking and persuasive communication techniques in interviews, conversations, interrogations and simulated meetings.
7. Use techniques of oral presentation, persuasive communication and negotiation to make judgments in business law.
8. Work in a team to create synergies in the workplace, in a coordinated, cooperative fashion.

Content

Lectures have theoretical content and practical development on oratory and persuasive communication in an interview, in a conversation, in an interrogation and in a meeting. Negotiation techniques include principles, types of negotiation, phases, strategies and different scenarios.

Methodology

In Negotiation techniques, in addition to the exposition of the topics related above, a series of practices will be carried out, aimed at transferring the exposed theory to action. The dynamics will be both in relation to negotiation cases (from the simplest to the most complex as the course progresses) as well as communication and teamwork exercises.

The negotiation role play’s will take place in the last part of the class. All groups must complete a template with the agreement (negotiation) reached (if it has been so). At the end of the class the students will make a general assessment of the dynamics and in the next class, at the beginning, it will be detailed (through some powerpoint slides) how the agreements were (aspects to improve, difficulties encountered, different approaches, ... ).

As basic competences, the subject intends for the student to know and practice negotiation techniques from a 360-degree vision, so that fundamental aspects of this field are addressed. In particular, the preparation of the negotiation, the initial approach, the way to reach agreements, how to approach complete negotiations and how to close agreements will be emphasized.

As transversal competences, students must be able to analyze practical cases of negotiation, synthesize relevant information, be able to work efficiently as a team, stage negotiation simulations, manage stress and be able to adequately manage their emotions.

In Debating and persuasive communication, the sessions will have a theoretical content and a practical development. Different exercises must be prepared and carried out in class to assimilate the oratory resources and progressively improve oral presentation techniques.

Activities

<table>
<thead>
<tr>
<th>Title</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning Outcomes</th>
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<tbody>
<tr>
<td><strong>Type: Directed</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Classroom lectures</td>
<td>36</td>
<td>1.44</td>
<td>4, 1, 8, 7</td>
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<tr>
<td><strong>Type: Supervised</strong></td>
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<tr>
<td>Resolution of exercises</td>
<td>20</td>
<td>0.8</td>
<td>3, 5, 1, 8, 7, 6</td>
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<tr>
<td><strong>Type: Autonomous</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Personal study</td>
<td>53</td>
<td>2.12</td>
<td>3, 4, 2</td>
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</table>

Assessment
When it comes to **Negotiation techniques**, the evaluation of the subject will take into account the active participation of the student during classes, individual and group practical exercises. Therefore, the proactivity of the student and their participation in all the exercises will be valued.

There will be a written test on the last day of class, with theoretical and practical aspects, which will represent 80% of the final grade. This test will consist of two parts:

- Watching a video about negotiation with 5 questions about the theory seen in class and how it is applied in the scenes that are projected.

- 3 theoretical questions in which the student, in addition to demonstrating theoretical knowledge of the issues raised, must give examples and interrelate various variables in the field of negotiation.

The remaining 20% of the course grade will be obtained if the final negotiation practice is successfully completed, which will involve all students in the same practical exercise. This practical exercise will occupy the entire session of the penultimate class of the course. It will consist of a negotiation with 6 groups. There will be common information on the subject to be addressed and "confidential" information that each group must administer to bring the negotiation to a successful conclusion. This case will be resolved when all groups reach an unanimous agreement. Once this agreement is reached, all students will obtain 2 points for the final grade. If there is no agreement, they will not get any points. In Oratory and persuasive communication, the different exercises carried out, voluntary participation and a public intervention in class that will take place at the end of the course will be evaluated.

In **Debating and persuasive communication**, the different exercises carried out, the voluntary participation and a public intervention in class that will take place at the end of the course will be evaluated.

**Common points for the evaluation and reevaluation of both subjects:**

Once the evaluation has been communicated, a review may be requested so that the Professor explains to the student the applied criteria (art. 114.3 UAB academic regulations), without prejudice to the student's rights to challenge the grade.

The date of the final exam of the subject is scheduled in the exam calendar of the Faculty.

The scheduling of the evaluation tests cannot be modified, unless there is an exceptional and duly justified reason why an evaluation act cannot be carried out. In this case, the people responsible for the degrees, after consulting the teachers and the affected students, will propose a new schedule within the corresponding school period (art. 115.1 Calendar of evaluation activities, UAB Academic Regulations)

To pass the course, the student must have participated in the three evaluation activities and have obtained at least a 3.5 in the final exam. To take the final exam, it is necessary to prove attendance to 90% of the classes.

Only the reevaluation of the test is possible (50%). The continuous assessment activities cannot be reevaluated, since their meaning is to check the knowledge progressively acquired throughout the course, notwithstanding that in case of illness or other eventualities an alternative solution may be found for the specifically affected student.

To retake the exam, student must have obtained at least a 3 in each of the three evaluation activities. Students who take the reevaluation exam may obtain a maximum grade of 7 in the subject.

### Assessment Activities

<table>
<thead>
<tr>
<th>Title</th>
<th>Weighting</th>
<th>Hours</th>
<th>ECTS</th>
<th>Learning Outcomes</th>
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<tbody>
<tr>
<td>Attendance and active participation in class</td>
<td>20%</td>
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<tr>
<td>Exercises</td>
<td>30%</td>
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<td>0.04</td>
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Bibliography

Debating and persuasive communication

BERMÚDEZ, M. I. y LUCENA, J., Manual de debate guía práctica para desarrollar tus habilidades en el debate académico y la oratoria, Editorial Berenice, Córdoba, 2019


BOU BAUZA, G., Comunicación persuasiva para directivos, directores y dirigentes, Ed. Pirámide, Madrid, 2005


Negotiation techniques

Obtenga el SÍ. El arte de negociar sin ceder, de Ury, William; Fisher, Roger; Patton, Bruce (creadores del modelo Harvard de negociación). Editorial Conecta, 1981.

Técnicas de negociación. Un método práctico, de Manuel Dasi, Fernando; Martínez-Vilanova Martínez, Rafael. ESIC Editorial, 1997, revisado en 2009


