

Degree	Type	Year
Enterprise Law	OB	0

Contact

Name: Concepción Blázquez Giménez

Email: concepcion.blazquez@uab.cat

Teachers

Maria Isabel Martinez Jimenez

Teaching groups languages

You can view this information at the [end](#) of this document.

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

Debating and Persuasive Communication Program

1. THE SPEECH: GENERAL ASPECTS. The act of public speaking: peculiarities. Public speaking concept. Types of public speaking. Public speaking and its relationship with other disciplines. The importance of speaking well in public today.
2. ELEMENTS OF PERSUASIVE COMMUNICATION. Create credibility. Process and types of persuasion. The compelling message. Argumentation
3. THE SPEECH. Characters of good speech. Types of speech and public interventions. Identification and criticism models
4. PREPARATION OF THE SPEECH. The nature and context of the discourse. Listeners. The possibilities of the speaker.
5. THE CONTENT OF THE SPEECH (INVENTIO). Purpose, title and subject. The previous study: gathering of ideas, compilation of quotes, examples, anecdotes. Reflection and imagination. Description of objects, definitions, reports, processes, evaluations.
6. THE ORGANIZATION OF THE SPEECH (PROVISION). The elements of discourse and their global ordering. The division of discourse: functions. Fundamental parts of the speech: introduction, core, conclusion.
7. THE WRITING OF THE SPEECH (ELOCUTIO). Verbal strategies. Oratorical and dialectical resources. Vices of oratorical speech. Graphic expressions, images and other style resources and auxiliary instruments. Reference to the use of Power Point.
8. THE ASSIMILATION OF THE SPEECH: THE MEMORY. Basic procedures: manuscript, script, memorization. Information retention. Principles and strategies.
9. THE PRONUNCIATION OF THE SPEECHES THE ACTIO. The articulation of words: the voice. The use of microphone. Intonation, rhythm, pauses. Non-verbal language: the face, the look, the gesture, physical presence and postures. Discussions after a presentation.
10. SPECIAL CASES OF PERSUASIVE COMMUNICATION. Types of persuasion. Persuasive conversation. The presentation at a company meeting The persuasion in the forum. Witness preparation and interrogation techniques. The plea.

Negotiation Techniques Program

TOPIC 1. INTRODUCTION

- a) Definition and characteristics.
- b) Harvard model
- c) Negotiating styles

TOPIC 2. THE PRENEGOCIATION

- a) Preparation
- b) Information
- c) Strategy

TOPIC 3 THE BEGINNING

- a) Predisposition to win win
- b) Exploration
- c) Positioning

TOPIC 4 DEVELOPMENT

- a) Concessions
- b) Difficult negotiations

- c) Pressure tactics
- d) Complex negotiations
- e) Blocking and breaking of the negotiation.

TOPIC 5 THE CLOSURE

- a) Types of closure.
- b) The agreement

TOPIC 6. SKILLS OF THE NEGOTIATOR.

- a) Communication.
- b) Time management
- c) Creativity and parallel thinking

TOPIC 7. PSYCHOLOGY OF NEGOTIATION.

- a) Emotions.
- b) Emotional management.

* Any modification will be announced at the beginning of the course

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom lectures	36	1.44	4, 1, 8, 7
Type: Supervised			
Resolution of exercises	20	0.8	3, 5, 1, 8, 7, 6
Type: Autonomous			
Personal study	53	2.12	3, 4, 2

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.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and active participation in class	20%	36	1.44	1
Exercises	30%	1	0.04	5, 1, 7, 6
Theory and practical tests	50%	4	0.16	3, 4, 1, 2, 8, 6

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.

It will be considered that a student who participates in any of the continuous evaluation activities will no longer be eligible for a "non-evaluable" status.

This subject/module does not provide for a single evaluation system.

Bibliography

Debating and persuasive communication

AA.VV. Manual de Retórica práctica y de Oratoria moderna, Ed. Ariel, Madrid, 2004

ANTUÑA EGOICHEAGA, M., *¿Conversas o predicas? : guía para ser un conversador evolucionado y que además sabe prevenir los conflictos*, Pirámide, Madrid, 2022.

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

BORG, J., *La persuasión: el arte de influir*, Ed. Pirámide, Madrid, 2009.

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

ESTALELLA DEL PINO, J., *El abogado eficaz. Cómo convencer, persuadir e influir en los juicios*, 3ª ed., La Ley, Madrid, 2012

GARCÍA RAMÍREZ, J., *Estrategia de oratoria práctica para abogados*, 6ª ed., Ed. Colex, Madrid, 2009

GOLDVARG, A. E., *Oratoria consciente. Cómo lograr presentaciones orales que ilustren, inspiren y sorprendan*, Ediciones Granica. Buenos Aires, 2018.

HERNÁNDEZ GUERRERO, J.A., GARCÍA TEJERA, M.C., *El arte de hablar*.

LABORDA, X., *De Retórica: la comunicación persuasiva*, Universitat Oberta de Catalunya, 2012.

MARTÍNEZ SELVA, J.M., *Manual de comunicación persuasiva para juristas*, 2ª ed., Ed. La Ley, Madrid, 2008.

MORALES, C.J., *Guía para hablar en público*, 2ª ed., Alianza Editorial, Madrid, 2007.

SÁNCHEZ PÉREZ, J., *El Placer de comunicar: cómo hablar bien en público y disfrutar haciéndolo*, Atelier, Barcelona, 2021.

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 Dasí, Fernando; Martínez-Vilanova Martínez, Rafael. ESIC Editorial, 1997, revisado en 2009

Negociar es fácil, si sabe cómo: ¿Cuánto dinero pierde por desconocer las técnicas de negociación?, de Hernández, Alejandro (conferenciante y formador experto en negociación). Alienta editorial. 2011

Las 12 leyes de la negociación. O eres estratega o eres ingenuo, de Font Barrot, Alfred (abogado, profesor de negociación en la UPF). Editorial Conecta, 2013.

Pactar con el diablo. Cuando negociar y cuando luchar, de Mnokkin, Robert (catedrático de negociación en Harvard). Zenith/Planeta Editorial, 2011

Las emociones en la negociación, de Fisher, Roger; Shapiro, Daniel. Profesores de negociación en Harvard, Ediciones Granica, 2008.

Habilidades de negociación. Todos podemos ganar, de Aramburu-Zabala Higuera, Luis, Ediciones Pirámide, 2005.

Software

No specific software is needed.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(TEm) Theory (master)	1	Spanish	first semester	afternoon