

Module: Communication and Negotiation Skills

Level	Master	Short Name	CNS
Responsible Lecturers	Opresnik, Marc, Prof. Dr. Dipl.-Kfm.		
Department, Facility	Applied Natural Sciences		
Course of Studies	Regulatory Affairs, Master		
Compulsory/elective	Compulsory elective	ECTS Credit Points	2,5
Semester of Studies	3	Semester Hours per Week	2
Length (semesters)	1	Workload (hours)	75
Frequency	WiSe	Presence Hours	
Teaching Language	English	Self-Study Hours	75

The following section is filled only if there is **exactly one** module-concluding exam.

Exam Type	Study Work	Exam Language	English
Exam Length (minutes)		Exam Grading System	One-third Grades
Learning Outcomes	Students are familiar with fundamental communication and negotiation techniques and can successfully apply them in typical leadership conversations and in a negotiation of their own. They also learn to assess and manage the impact they have on others through their demeanor, language, and behavior during conversations.		
Participation Prerequisites			

The previous section is filled only if there is **exactly one** module-concluding exam.

Consideration of Gender and Diversity Issues	✓ Use of gender-neutral language (THL standard) ✓ Target group specific adjustment of didactic methods ✓ Making subject diversity visible (female researchers, cultures etc.)
Applicability	Due to its orientation, the module can be used in all degree programs(see remarks).
Remarks	

Module Course: Communication and Negotiation Skills

(of Module: Communication and Negotiation Skills)

Course Type	Online Course	Form of Learning	Online supported
Mandatory Attendance	no	ECTS Credit Points	2,5
Participation Limit		Semester Hours per Week	2
Group Size		Workload (hours)	75
Teaching Language	English	Presence Hours	0
Study Achievements ("Studienleistung", SL)		Self-Study Hours	75
SL Length (minutes)		SL Grading System	

The following section is filled only if there is a course-specific exam.

Exam Type	Portfolio Exam	Exam Language	English
Exam Length (minutes)		Exam Grading System	One-third Grades
Learning Outcomes			
Participation Prerequisites			

The previous section is filled only if there is a course-specific exam.

Contents	1. Fundamentals of Communication 1.1 The importance of communication as a factor for success 1.2 Watzlawick's axioms of communication 1.3 The iceberg model of communication 1.4 Schulz von Thun's communication square 1.5 Self-esteem 1.6 Transactional analysis 1.7 Fundamentals of motivation 1.8 Feedback and its importance 1.9 The fundamentals of successful communication 2. Fundamentals of Negotiation 2.1 Preparation 2.2 Self-motivation 2.3 The greeting 2.4 Needs analysis 2.5 The presentation
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	2.6 Handling objections 2.7 Closing 2.8 Follow-up
Literature	• Lürssen / Opresnik: The Hidden Rules of Career Success: How to Leverage Workplace Unwritten Laws for Your Success, 3rd ed., 2010 • Opresnik: The Secrets of Successful Negotiation: Negotiate Better – In Every Respect, 3rd ed., 2017 • Opresnik: Persuade! Successful Communication, Presentation, and Negotiation: Inspire People and Achieve More, 3rd ed., 2018 • Seifert: Visualizing – Presenting – Facilitating, 23rd ed., 2009
Remarks	