



Conflict and Negotiation Management (International Negotiations)

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| Course number | 6067 |
| Hours per week: | 2 |
| ECTS: | 5 |
| Scheduled: | Summer Term |
| Format: | seminar |
| Examination: | Homework with presentation |
| Lecturer: | Prof. Dr.-Ing. Schneider-Störmann |
| Objectives: | <p>Knowledge Students are able to classify conflicts and to prepare and conduct negotiations, especially for technical products. They recognize and address these conflicts systematically.</p> <p>Skills This module enables students to strengthen their communication skills and competencies for negotiations of technical products. They are able to systematically analyze the negotiation situation and to find solutions for the negotiations.</p> <p>Competencies Students are able to prepare and carry out negotiations. They go before strategically, anticipate responses and choose the appropriate tactics in order to achieve the objectives.</p> |
| Contents: | <p>Negotiations and conflicts (Overview)</p> <ul style="list-style-type: none">- Types of conflict and origins, complexity of conflicts (development and training for in-depth understanding)- Structural analysis of the negotiating landscape (Overview)- Basics of negotiation techniques (Full Development and training for in-depth understanding)- Consideration of technical aspects in offers and negotiations for technical goods (development and training for in-depth understanding)- Practical examples and role plays to understand and explore the theory (Full development and training for in-depth understanding) |
| Pre-requisites | |
| Recommended Reading: | <p>Bühning-Uhle, C., Eidenmüller, H., Nelle, A.: Verhandlungsmanagement: Analyse - Werkzeuge - Strategie, Deutscher Taschenbuch Verlag</p> <p>Hedge, Jason; The Essential DISC Training Workbook: Companion to the DISC Profile Assessment; DISC-U.org</p> <p>Rothlauf, J.: Interkulturelles Management: Mit Beispielen aus Vietnam, China, Japan, Rußland & Golfstaaten, Oldenbourg Wissenschaftsverlag</p> <p>Schneider-Störmann, Ludger: Technische Produkte verkaufen mit System, Hanser.Technik, 2015</p> <p>Tries, J., Reinhardt, R.: Konflikt- und Verhandlungsmanagement: Konflikte konstruktiv, Springer-Verlag</p> |



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Ury, Fischer: Getting to Yes
Ury, Fischer, Betting beyond no
Watzlawick, Paul; Pragmatics of Human Communication: A Study
of Interactional Patterns, Pathologies and Paradoxes; WW Norton &
Co

All literature in most recent edition.