

## Module Handbook

TUK MODHB Homepage

# Module WIW-MKT-VHM-M-7

Negotiation Management (M, 6.0 LP)

## Module Identification

Module Number	Module Name	CP (Effort)
WIW-MKT-VHM-M-7	<i>Negotiation Management</i>	6.0 CP (180 h)

## Basedata

CP, Effort	6.0 CP = 180 h
Position of the semester	1 Sem. in SuSe
Level	[7] Master (Advanced)
Language	[DE] German
Module Manager	Roth, Stefan, Prof. Dr. (PROF   DEPT: WIW)
Lecturers	Roth, Stefan, Prof. Dr. (PROF   DEPT: WIW)
Area of study	[WIW-MKT] Marketing
Reference course of study	[WIW-88.21-SG#2009] M.Sc. Business Studies (2009) [2009]
Lifecycle-State	[NORM] Active

## Courses

Type/SWS	Course Number	Choice in Module-Part	SL	PL	CP	Sem.
2V+2U	WIW-MKT-VHM-K-7	P	-	PL1	6.0	SuSe

- About [WIW-MKT-VHM-K-7]: Title: "Negotiation Management"; Presence-Time: 60 h; Self-Study: 120 h

## Examination achievement PL1

- Form of examination: **examination in form of partial achievements**

- Examination Frequency: each semester

## Evaluation of grades

All partial module examinations have to be passed. The module grade is the weighted average of the partial examination grades according to the following weights:

Written exam (70%)

Exercise Negotiation Management (30%)

### Contents

#### From [WIW-MKT-VHM-K-7] Negotiation Management:

Lecture Negotiation Marketing:

- Negotiation research
- Negotiation analysis and organisation
- Negotiation preparation
- Conduct of negotiations and negotiation controlling

Exercise Negotiation Management:

- Preparation of live negotiations
- Analysis and organisation of live negotiations
- Conduct of live negotiations
- Case study preparation and presentation

### Competencies / intended learning achievements

After successful participation students will be able to:

- Evaluate the importance of negotiation preparation as requirement for a successful negotiation bargain.
- Contrast the characteristics of negotiation analysis and organisation.
- Differentiate the determinants of a process-oriented negotiation management.
- Measure their knowledge in simulated live- and online-negotiations.

### Literature

#### From [WIW-MKT-VHM-K-7] Negotiation Management:

- Voeth, M./Herbst, U. (2009): Verhandlungsmanagement – Planung, Steuerung und Analyse, Stuttgart.
- Thompson, L.L. (2005): The Mind and the Heart of the Negotiator, Upper Sadle River, Pearson.

### Requirements for attendance of the module (informal)

Successful participation in "Marketing (Bachelor)".

### Requirements for attendance of the module (formal)

None

### References to Module / Module Number [WIW-MKT-VHM-M-7]

**Module-Pool****Name**

[GS-CVT-BS-2022-E-MPOOL-6]

Catalog Electives Business Studies and Economics 2022

[WIW-MKT-MPOOL-7]

Field of Specialization: Marketing Management