



SUBJECT DATASHEET

Business Negotiation and Presentation

BMEGT41A302

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Business Negotiation and Presentation

ID (subject code)

BMEGT41A302

Type of subject

contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	0
Laboratory	0

Type of

assessment

seminar grade

Number of

credits

3

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Dr. Szabó Krisztina assistant lecturer szabo.krisztina@bme.gtk.hu

Educational organisational unit for the subject

Department of Philosophy and History of Science

Subject website

<https://edu.gtk.bme.hu>

Language of the subject

magyar-HU

Curricular role of the subject, recommended number of terms

Programme: **BA in International Business**

Subject Role: **Compulsory elective**

Recommended semester: **3**

Programme: **International Management Bachelor's Programme from 2022/23/Term 1**

Subject Role: **Compulsory elective**

Recommended semester: **3**

Direct prerequisites

Strong nincs

Weak nincs

Parallel nincs

Exclusion BMEGT41A010; BMEGT419044; BMEGT41M112; BMEGT41M115

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580393/12/2023 registration number. Valid from: 31.05.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

In one half of the semester we will list the fundamental types, strategies and tools of negotiations, the pitfalls of certain negotiation situations and the proposed remedies, as well as the criteria for creating a win-win negotiation situation. In the second half of the semester, we will focus on creating effective and meaningful presentations and the techniques of presentation and rhetoric, including the development of the content and form of the presentation, the negotiation/business presentation and the verbal and nonverbal communication of the speaker. The theory is put into practice through case studies and small group assignments, simulating real negotiation situations, during which students can test and develop their negotiation skills "live", thus preparing for the challenges of the labor market. The tasks also gives students the opportunity to practice common presentation situations (TDK presentation, project presentation, thesis defense, business presentation, etc.) while the lecturers give immediate, on-the-spot feedback to help individual progress.

Academic results

Knowledge

1. the fundamentals of the methodology of social sciences.
2. the occurrences and the consequences of the relations between science, education, society and media on various levels.
3. how the discipline being studied fits into a larger disciplinary and social scheme, how it relates to the neighbouring fields, how these fittings give rise to using certain contexts.
4. the fundamentals of various mechanisms of social decision-making.

Skills

1. to use professional terms, basic concepts and advanced elements of the special terminology of the profession.
2. to see and treat science in its embeddedness, to use an interdisciplinary approach.
3. to analyze, evaluate, draw conclusions and synthesize explanations in their professional work.
4. to provide a critical analysis of information by using a wide array of well-founded techniques.
5. to participate in lifelong learning.
6. to use a multi-sided, interdisciplinary approach to identify specific problems, to explore and define the detailed theoretical and practical background that is needed to solve these problems.
7. to discover facts and basic relationships by applying the theories and methods learned. To systematize, to analyze, to draw conclusions, to give critical remarks, to prepare proposals of decision-making and to make decisions both in a routine and in a non-routine - domestic and international - environment.

Attitude

1. Accepts and consistently and plausibly represents the diversity of the perspectives of social sciences in the related narrower and wider environment.
2. Demonstrates an open mind to critical self-evaluation, to various forms of training, to the self-help forms of intellectual worldview. Endeavours for self-development in these areas.
3. Has a problem-centric perspective and problem-solving thinking.

Independence and responsibility

1. Develops a historically and politically consistent individual opinion in the narrow disciplinary niche that helps to develop self and environment.
2. Becomes autonomous, constructive and assertive both in intra- and extra-institutional forms of cooperation.
3. Becomes self-reliant in work besides being constantly critical and correcting own work.
4. Takes the responsibility in forming and justifying professional views.
5. Takes the responsibility for own analyses, conclusions and decisions.

Teaching methodology

Written and oral communication, case studies and role-plays.

Materials supporting learning

- Diasorok a tárgy Moodle oldalán. Slides on the Moodle site of the subject.
- Fisher, Roger – William Ury – Bruce Patton (1997): A sikeres tárgyalás alapjai. Budapest: Bagolyvár Kiadó.
- Ury, William (1993): Tárgyalás nehéz emberekkel. Budapest: Bagolyvár Kiadó.
- Hofmeister-Tóth Ágnes – Mitev Ariel Zoltán (2016): Üzleti kommunikáció és tárgyalástechnika. Budapest: Akadémiai Kiadó. Elérhető a MeRSZen: <https://mersz.hu/kiadvany/56/dokumentum/info>

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Assessment of the learning outcomes set out in point 2.2.

Performance assessment methods

Két összegző tanulmányi teljesítményértékelés: a tantárgy és tudás, képesség típusú kompetenciaelemeinek komplex, írásos értékelési módja két darab zárthelyi dolgozat formájában.

Percentage of performance assessments, conducted during the study period, within the rating

- 1. összegző tanulmányi teljesítményértékelés : 50
- 2. összegző tanulmányi teljesítményértékelés : 50
- Összesen: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Az aláírás megszerzésének feltétele az órákon (heti 2x45 perc) való min. 70%-os jelenlét, továbbá a két félévközi teljesítményértékelés (zárthelyi dolgozat) megírása a szorgalmi időszakban, melyeknek külön-külön és együttesen is el kell érniük az 50%-ot.

Issuing grades

Excellent	90
Very good	86-90
Good	74-85
Satisfactory	62-73
Pass	50-61
Fail	49

Retake and late completion

A két zárthelyi dolgozat közül mindkettőt lehet javítani/pótolni a pótlási héten/vizsgaidőszakban. A javító dolgozat eredménye a korábbi eredményt nem rontja.

Coursework required for the completion of the subject

Részvétel a kontakt tanórákon	28
Félévközi készülés a gyakorlatokra	0
Felkészülés a teljesítményértékelésekre	32
Házi feladat elkészítése	0
Kijelölt írásos tananyag önálló elsajátítása	30
Vizsgafelkészülés	0
Összesen	90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 08.05.2023.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

Additional lecturers

Csordás Hédi Virág egyetemi tanársegéd csordas.hedi@gtk.bme.hu

Szemere Alexandra egyetemi tanársegéd szemere.alexandra@gtk.bme.hu

Egres Dorottya egyetemi adjunktus egres.dorottya@gtk.bme.hu

Approval and validity of subject requirements