



SUBJECT DATASHEET

Argumentation, Negotiation, Presentation

BMEGT41MB51

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Argumentation, Negotiation, Presentation

ID (subject code)

BMEGT41MB51

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 professor	szabo.krisztina@gtk.bme.hu
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Educational organisational unit for the subject

Department of Philosophy and History of Science

Subject website

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

Language of the subject

angol - EN

Curricular role of the subject, recommended number of terms

Programme: **MSC in Construction Information Technology Engineering**

Subject Role: **Compulsory**

Recommended semester: **3**

Direct prerequisites

Strong None

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580485/10/2023 registration number. Valid from: 28.06.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

During Argumentation, Negotiation, Presentation, students can acquire basic theoretical and practical knowledge of each of the three topics, with a specific focus on their profession. The first topic of the course focuses on Argumentation Techniques and aims to discuss the specifics of different types of disputes, primarily rational debate. Students can improve their argumentation, debate, and presentation skills through analysis of real-world conversations, videos, and personal examples. They also learn to use logic tools to help them cope with argumentative and rhetorical situations both in work and private life. The second topic of the course is about Negotiation Techniques. It aims to show the basic types and strategies of negotiation, the pitfalls of negotiation situations, and the suggested ways to avoid them. The theory is put into practice through case studies and small group assignments, simulating real-world negotiation situations, where students can test and improve their negotiation skills to prepare for the challenges of the labor market. The third topic of the course is about Presentation Techniques. It aims to discuss the most important presentation skills and tools through case studies. Students can test and practice their knowledge with live role-plays and simulation of rhetorical exercises during the semester. The course also allows students to try and practice presentation situations (TDK lectures, project presentations, diploma defense, business presentations, etc.) that are frequently repeated during their studies and work.

Academic results

Knowledge

1. Knows the general principles, rules, and methods of argumentation, negotiation, and presentation required to practice engineering tasks related to construction, facility design, and implementation,
2. Knows the fundamental organizational and motivational factors and methods for company management and the legal background for exercise of profession,
3. Knows and understands the information and communication technologies required for the design and construction of facilities;

Skills

1. Is able to apply knowingly the necessary principles of argumentation, negotiation and presentation within the discipline.
2. Applies effectively the information and communication technologies required for the design and construction of facilities.
3. Applies integrated knowledge, contributes to solving multidisciplinary problems.
4. Is able to plan and manage the technical, economic, environmental and human resources integrated.
5. Is able to collaborate with experts from different trades, understands their points of view, and able to provide appropriate technical solutions to emerging problems.

Attitude

1. Is open to solve the tasks individually and cooperate with other participants of the project.
2. Is willing to acquire the ability of self-learning and self-development.
3. Is open to apply new IT tools, methods and procedures related to a particular field.
4. Strives to improve her/his knowledge through continuous learning.
5. Takes responsibility for her/his decisions and work as well as for those of the professional team under their supervision.

Independence and responsibility

1. Makes responsible professional decisions concerning the design, construction, maintenance, operation, entrepreneurship and authority tasks of structures.
2. Takes a proactive role in solving engineering and IT problems related to buildings.
3. Gets informed on the changes and the latest developments of legal background, technical and administrative solutions of the relevant engineering field.
4. Gets informed on the latest trends associated with the built environment required by the economy.
5. Has a sense of responsibility that corresponds to sustainability, occupational safety and health, environmental protection. Encourages her/his professional team and employees to practice ethically and responsibly.

Teaching methodology

Case studies, essays, team work.

Materials supporting learning

- Aczél Petra – Adamik András – Adamikné Jászó Anna (2005): Retorika. Osiris Kiadó Budapest.
- Fischer, R. – W. Ury – B. Patton (1997): A sikeres tárgyalás alapjai. Budapest: Bagolyvár Kiadó.
- Forgas, Joseph P. (1989): A társas érintkezés pszichológiája. Gondolat Kiadó, Budapest.
- Margitay, Tihamér (2007): Az érvelés mestersége. Érvelések elemzése, értékelése és kritikája (javított, bővített kiadás). 2. ed. Budapest, Typotex.
- Zentai István (1998): A meggyőzés útjai. A mindennapi élet meggyőzés pszichológiája. Typotex, Budapest.
- Topping, R. N. S. (2016): The Elements of Rhetoric. How to Write and Speak Clearly and Persuasively: A Guide for Students, Teachers, Politicians & Preachers. Angelico Press, USA.
- Fischer, R. – W. Ury – B. Patton (1997): Getting to Yes. Negotiating an agreement without giving in (Second Edition). Century Business, Sidney.
- Forgas, J. P. (2000): Interpersonal behaviour: The psychology of social interaction. Pergamon Press, Sydney & Oxford.

- Kelley, D. (2013): *The Art of Reasoning An Introduction to Logic and Critical Thinking* (Fourth Edition). WW Norton & Co, New York.
- Cialdini, R. B. (2006): *Influence: The Psychology of Persuasion*. Harper Collins Publishers, London.

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

1. Összegző tanulmányi teljesítményértékelés: a tantárgy és tudás, képesség típusú kompetenciaelemeinek komplex, írásos értékelési módja zárthelyi dolgozat formájában. 2. Részteljesítmény értékelés (házi feladat). 3. Részteljesítmény értékelés (aktív részvétel).

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

- 1. összegző tanulmányi teljesítményértékelés : 10
- 2. összegző tanulmányi teljesítményértékelés: 10
- 3. összegző tanulmányi teljesítményértékelés: 10
- Részteljesítmény értékelés (házi feladat): 30
- Részteljesítmény értékelés (aktív részvétel) : 40
- Összesen: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

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Issuing grades

Excellent	90
Very good	86-90
Good	74-85
Satisfactory	62-73
Pass	50-61
Fail	0-49

Retake and late completion

Csak a három db. összegző tanulmányi teljesítményértékelés (zárthelyi dolgozat) javítható, pótolható a pótlási hé

Coursework required for the completion of the subject

Részvétel a kontakt tanórákon	28
Félévközi készülés a gyakorlatokra	10
Felkészülés a teljesítményértékelésekre	30
Házi feladat elkészítése	22
Kijelölt írásos tananyag önálló elsajátítása	0
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: 05.06.2023.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

Introduction. Aims and Schedule of the Semester. Discussing final group tasks and essays. Forming groups and choosing tasks. The role of argumentation, negotiation and presentation techniques and skills students' career, personal life and improvement. Argumentation 1: Basic terms and definitions of Argumentation. Debate types and their features: Fight; Law-court trial; Negotiation and Rational Debate. Argumentation 2: What is a Rational Debate in details? When is it useful and why? How to do a rational debate: actors, topic, rules, types, and dramaturgy. Argumentation 3: Logical fallacies: what are logical fallacies and why do they matter? How to recognise, avoid and defend against logical fallacies? Practice 1: Case studies, role plays and video analysis. Mid-term test 1. Negotiation 1: What is a negotiation? Why, when and with whom to negotiate? Entrance, Success and Exit Criteria. The Three Dimensions of Negotiation. The Pyramid-model. Negotiation 2: The Negotiating Power. The Best Alternative to a Negotiated Agreement (BATNA). Problem splitting and agenda planning. Negotiation 3: Negotiation types. The Cooperative model. Reality check and The Three Perspectives. Practice 2: Case studies, role plays and video analysis. Mid-term test 2. Presentation techniques 1: Monologue and Dialogue parts of a presentation. Content and structure. Questions and Answers. Who is the Audience? Memory capacity and Attention/Reception Curve. Presentation techniques 2: visual/technical aids. Offline and online presentations: design and tools. Avoiding presentation mistakes and preparing for technical black outs. Presentation techniques 3: Rhetoric: Ethos, Logos and Pathos. Verbal and nonverbal communication: functions, features, tips and tricks. Practice 3: Case studies, role plays and video analysis. Mid-term test 3. Introduction. Aims and Schedule of the Semester. Discussing final group tasks and essays. Forming groups and choosing tasks. The role of argumentation, negotiation and presentation techniques and skills students' career, personal life and improvement.

Additional lecturers

Egres Dorottya egyetemi adjunktus egres.dorottya@gtk.bme.hu
Csordás Hédi Virág egyetemi tanársegéd csordas.hedi@gtk.bme.hu
Szemere Alexandra egyetemi tanársegéd szemere.alexandra@gtk.bme.hu

Approval and validity of subject requirements