



SUBJECT DATASHEET

ARGUMENTATION AND NEGOTIATION TECHNIQUES

BMEGT418706

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

ARGUMENTATION AND NEGOTIATION TECHNIQUES

ID (subject code)

BMEGT418706

Type of subject

contact lessons

Course types and lessons

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

Type of

assessment

exam grade

Number of

credits

2

Subject Coordinator

Name *Position* *Contact details*

Dr. Láng Benedek professor lang.benedek@gtk.bme.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

Direct prerequisites

Strong Érvelés- és Tárgyalástechnika BMEGT41MS01; BMEGT41M400

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Education Committee of Faculty of Economic and Social Sciences (Valid from: 04.10.2021.)

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The course offers fundamental theoretical and practical knowledge to students on the three disciplinary domains of argumentation, negotiation and persuasion. In the persuasion-block, pursuits are being made into the techniques, the psychological presuppositions and the social relevance of manipulation, influence and persuasion. The lectures address rational decision-making processes, inter-group conflicts, compliance and conformity with social norms, as well as group thinking from the perspective of social psychology. Theories of dissonance, perception, memory, framing, social categorization and changes of attitude are being discussed through analyzing case studies which will help students to identify and interpret the relevant processes of the media and advertising industry. In the argumentation-block, the characteristics of different types of debates - particularly the rational debate are being discussed. Students learn by analyzing real dialogues, short videos and examples taken from their own life. Using the toolset of logic for these exercises improves their skills of argumentation, presentation and debate in order to be able to help them to perform better in the real-life rhetorical situations of their personal and professional life. In the negotiation-block, the types and strategies of negotiation, the pitfalls of certain negotiating situations and their remedies are being addressed. The lectures aim to bridge the gap between theory and practice by using the methods of case studies and group exercises to simulate real-life negotiating situations to test and improve the students' negotiating skills that are going to be pivotal for their future endeavours in the labour market.

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.

Materials supporting learning

- Slides on the Moodle site of the subject.
- Aronson, E. – Anthony R. P.s (1992): A Rábeszélőgép. Élni és visszaélni a meggyőzés mindennapos mesterségével. Budapest: AB OVO Kiadói Kft.
- Fischer, R. – W. Ury – B. Patton (1997): A sikeres tárgyalás alapjai. Budapest: Bagolyvár Kiadó.
- Margitay, T. (2007): Az érvelés mestersége. Érvelések elemzése, értékelése és kritikája. Budapest: Typotex.
- Sas, I. (2012): Reklám és pszichológia a webkorszakban. Upgrade 3.0. Budapest: Kommunikációs Akadémia.
- Smith, E. R. – Dian M. (2005): Szociálpszichológia. Budapest: Osiris Kiadó.
- Ury, W. (1993): Tárgyalás nehéz emberekkel. Budapest: Bagolyvár Kiadó.
- Zentai, I. (1998): A meggyőzés útjai. A mindennapi élet meggyőzőpszichológiája. Budapest: Typotex.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A 2.2. pontban megfogalmazott tanulási eredmények értékelése.

Performance assessment methods

1. Összegző tanulmányi teljesítményértékelés: a tantárgy és tudás, képesség típusú kompetenciaelemeinek komplex, írásos értékelési módja zárthelyi dolgozat formájában.

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

- 1. szintfelmérő értékelés (ellenőrző dolgozat) : 0%
- 2. szintfelmérő értékelés (ellenőrző dolgozat) : 0%
- 1. összegző tanulmányi teljesítményértékelés : 50%
- 2. összegző tanulmányi teljesítményértékelés : 50%
- részteljesítmény értékelés (házi feladat) : 0%
- részteljesítmény értékelés (aktív részvétel) : 0%
- összesen: 100%+

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

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

Retake and late completion

A félévközi jegy megszerzésének feltétele a két zárthelyi dolgozat megírása, melyek együttes eredményének el kell érnie az 50%-ot. A két zárthelyi dolgozat közül maximum egyet 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	14×2=28	14×2=28
félévközi készülés a gyakorlatokra	0	
felkészülés a teljesítményértékelésekre	2×16=32	
házi feladat elkészítése	0	
kijelölt írásos tananyag önálló elsajátítása	0	
vizsgafelkészülés	0	
összesen	60	

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

- 1 Bevezetés. Befolyásolás
- 2 Az attitűd. Kognitív disszonancia
- 3 Egyensúlymodellek. Észlelés. Emlékezet
- 4 Keretezés. Retorika. Gyakorlat
- 5 Vitatípusok.
- 6 1. ZH
- 7 Racionális vita
- 8 Érvelési hibák I.
- 9 Érvelési hibák II.
- 10 Vitaóra. Dialektika
- 11 Tárgyalástechnikai alapok.
- 12 Tárgyalási típusok. TELA
- 13 Nehéz tárgyaló. Videóelemzés
- 14 2. ZH

Additional lecturers

Szabó Krisztina	egyetemi tanársegéd	kriszti.szabo@filozofia.bme.hu
Szemere Alexandra	egyetemi tanársegéd	szemere.szandra@filozofia.bme.hu
Csordás Hédi Virág	egyetemi tanársegéd	hedi.csordas@filozofia.bme.hu
Egres Dorottya, egyetemi tanársegéd	egyetemi tanársegéd	egres.dorottya@filozofia.bme.hu
Geng Viktor	doktorandusz	geng.viktor@filozofia.bme.hu

Approval and validity of subject requirements