

**Debating and Persuasive Communication.
Negotiation Techniques**

Code: 42993
ECTS Credits: 6

Degree	Type	Year	Semester
4313781 Enterprise Law	OB	0	1

Contact

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Use of Languages

Principal working language: spanish (spa)

Prerequisites

There are no previous requirements.

Objectives and Contextualisation

To obtain specialized knowledge of the techniques of persuasive oratory and communication, as well as negotiation techniques

Competences

- Apply public speaking, persuasive communication and negotiation techniques in the field of business law.
- Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
- Continue the learning process, to a large extent autonomously
- Integrate knowledge of the law and of negotiation to make judgments in the business context.
- Work in a team to create synergies in the workplace, in a coordinated, cooperative fashion.

Learning Outcomes

1. Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
2. Continue the learning process, to a large extent autonomously
3. Describe the key elements of persuasive communication in the business context.
4. Identify the different negotiation techniques used in the field of business law.
5. Use negotiation techniques in different typical scenarios.
6. Use public speaking and persuasive communication techniques in interviews, conversations, interrogations and simulated meetings.
7. Use techniques of oral presentation, persuasive communication and negotiation to make judgments in business law.
8. Work in a team to create synergies in the workplace, in a coordinated, cooperative fashion.

Content

Lectures have theoretical content and practical development on oratory and persuasive communication in an interview, in a conversation, in an interrogation and in a meeting. Negotiation techniques include principles, types of negotiation, phases, strategies and different scenarios.

Methodology

Students must prepare and perform different exercises in class to assimilate the oral resources and progressively improve the oral presentation, persuasive and negotiation techniques.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom lectures	36	1.44	4, 1, 8, 7
Type: Supervised			
Resolution of exercises	20	0.8	3, 5, 1, 8, 7, 6
Type: Autonomous			
Personal study	53	2.12	3, 4, 2

Assessment

Lecturers will evaluate the competences of the subjects through a final exam and will also assess the individual or group work, assignments, classroom's exercises.

To pass the subject, the student must have participated in the three evaluation activities and to get a minimum mark of 3,5 at the final exam. To complete the final exam, it is necessary to prove attendance at 90% of the classes.

To submit to the re-evaluation exam, it is necessary to have obtained at least 3 in each of the evaluation activities. Students who retake the exam may obtain a maximum grade of 7 in the subject.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and active participation in class	20%	36	1.44	1
Exercises	30%	1	0.04	5, 1, 7, 6
Theory and practical tests	50%	4	0.16	3, 4, 1, 2, 8, 6

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Oratory and persuasive communication

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