

I. Subject Specification

1. Basic Data

1.1 Title

Argumentation, Negotiation, Presentation

1.2 Code

BMEGT41MB51

1.3 Type

Module with associated contact hours

1.4 Contact hours

Type	Hours/week / (days)
Seminar	2

1.5 Evaluation

Midterm grade

1.6 Credits

3

1.7 Coordinator

name	Krisztina Szabó PhD
academic rank	Assistant professor
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1.8 Department

Faculty of Economic and Social Sciences - Department of Philosophy and History of Science

1.9 Website

<https://epito.bme.hu/BMEEODH001>

<https://edu.epito.bme.hu/course/view.php?id=3561>

1.10 Language of instruction

english

1.11 Curriculum requirements

Compulsory in the Construction Information Technology Engineering (MSc) programme

1.12 Prerequisites

1.13 Effective date

1 September 2017

2. Objectives and learning outcomes

2.1 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.

2.2 Learning outcomes

Upon successful completion of this subject, the student:

A. 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;

B. 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;

C. Attitudes

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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;

D. Autonomy and Responsibility

1. makes responsible professional decisions concerning the design, construction, maintenance, operation, entrepreneurship and authority tasks of structures,
2. gets informed on the changes and the latest developments of legal background, technical and administrative solutions of the relevant engineering field,
3. gets informed on the latest trends associated with the built environment required by the economy,
4. 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,
5. takes responsibility for her/his decisions and work as well as for those of the professional team under their supervision.

2.3 Methods

Case studies, essays, team work

2.4 Course outline

Week	Topics of lectures and/or exercise classes
1.	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.
2.	Argumentation 1: Basic terms and definitions of Argumentation. Debate types and their features: Fight; Law-court trial; Negotiation and Rational Debate.
3.	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.
4.	Argumentation 3: Logical fallacies: what are logical fallacies and why do they matter? How to recognise, avoid and defend against logical fallacies?
5.	Practice 1: Case studies, role plays and video analysis. Mid term test 1.
6.	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.
7.	Negotiation 2: The Negotiating Power. The Best Alternative to a Negotiated Agreement (BATNA). Problem splitting and agenda planning.

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8.	Negotiation 3: Negotiation types. The Cooperative model. Reality check and The Three Perspectives.
9.	Practice 2: Case studies, role plays and video analysis. Mid term test 2.
10.	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.
11.	Presentation techniques 2: visual/technical aids. Offline and online presentations: design and tools. Avoiding presentation mistakes and preparing for technical black outs.
12.	Presentation techniques 3: Rhetoric: Ethos, Logos and Pathos. Verbal and non verbal communication: functions, features, tips and tricks.
13.	Practice 3: Case studies, role plays and video analysis. Mid term test 3.
14.	Final presentations and submission of essays.

The above programme is tentative and subject to changes due to calendar variations and other reasons specific to the actual semester. Consult the effective detailed course schedule of the course on the subject website.

2.5 Study materials

Mandatory literature:

1. 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.
2. Fischer, R. – W. Ury – B. Patton (1997): Getting to Yes. Negotiating an agreement without giving in (Second Edition). Century Business, Sidney.

Recommended literature:

3. Forgas, J. P. (2000): Interpersonal behaviour: The psychology of social interaction. Pergamon Press, Sydney & Oxford.
4. 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.](#)

2.6 Other information

2.7 Consultation

This Subject Datasheet is valid for:

Inactive courses

II. Subject requirements

Assessment and evaluation of the learning outcomes

3.1 General rules

3.2 Assessment methods

Evaluation form	Abbreviation	Assessed learning outcomes
		A.1-A.3; B.1-B.5; C.1-C.4; D.1-D.5

The dates of deadlines of assignments/homework can be found in the detailed course schedule on the subject's website.

3.3 Evaluation system

Abbreviation	Score
Sum	100%

3.4 Requirements and validity of signature

3.5 Grading system

Grade	Points (P)
excellent (5)	
good (4)	
satisfactory (3)	
passed (2)	
failed (1)	

3.6 Retake and repeat

3.7 Estimated workload

Activity	Hours/semester
Sum	

3.8 Effective date

1 September 2022

This Subject Datasheet is valid for:

Inactive courses