



MPV_COMA
Communication
and Managerial
Skills Training
Seminar 11,12

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Content

- I. Test information
- II. Negotiation

I. Test information

- Terms:
 - Wednesday 18.5 17.10, S311
 - Monday 23.5. 17.10, S301

I. Test information

- Assessment criteria:
 - quantity and quality of theoretical knowledge, understanding the theory
 - ability to apply gained knowledge
 - extent of the development of relevant skills

I. Test information

- Lectures
- Seminars
- Two study materials:
 - Communication Process. Effective Verbal Communication
 - Basic Communication Skills
- Check syllabus:
https://is.muni.cz/auth/el/1456/jaro2016/MPV_COMA/index.qwarp

I. Test information

- Grading:
 - 0-59% not passed
 - 60-68% E
 - 69-76% D
 - 77-84% C
 - 85-92% B
 - 93-100% A

II. Negotiation

- https://is.muni.cz/auth/el/1456/jaro2016/MPV_COMA/index.qwarp

II. Negotiation

- BATNA – Best Alternative To Negotiated Agreement
- RP – Reservation price
- ZOPA – zone of possible agreement

II. Negotiation

- Anchor effect
- Midpoint effect

II. Negotiation

- The Gas station game

II. Negotiation

- Win-Lose vs. Win-Win
- Value distribution vs. Value creation

II. Negotiation

1. Positioning (win-lose)
2. Discover interests (win-win)
3. Generate options (both)
4. Finalize agreement (both)

II. Negotiation

- The Education service role play



Thank you for attention!