



FH Salzburg

Syllabus

Course Title	Negotiation and Sales Skills
Instructor Name & Contact Information	Mag. Christian Obermoser <i>cobermoser.lba@fh-salzburg.ac.at</i>
Study Program / Course ID	IMEB4NSSIL
Semester, Study Year	Semester 4 / Study Year 2
ECTS / SWS (Semester Credit Hours) / Contact Units	ECTS 1,5 / SWS 1 / Course Units 14
Course Type	IL
Prerequisites	B2 CERF in Englisch
Language of Instruction	English
Moodle course ID (SPA)	237227
Course recognition contact	Herbert Gölzner
Attendance criterion	Students must achieve 75% attendance In case you cannot attend class, please email the course lecturer and make sure that you catch up on the content of the missed classes.

Grading scale		Assessment modes & weighting
Grade	%	Sales pitch: 20 points Asynchronous task: 20 points Final course reflection task: 20 points Active course participation: 40 points (4 x 10) Points are equivalent to percent
1 – Excellent	93 – 100%	
2 – Good	80 – 92 %	
3 – Satisfactory	65 – 79 %	
4 - Adequate	50 – 64 %	
5 – Fail	0 – 49 %	

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Course description:
<p>This course is designed to cover the following topics:</p> <ul style="list-style-type: none"><input type="checkbox"/> Negotiation techniques (differentiating between the person and the problem, offering options for decision-making, developing assessment criteria)<input type="checkbox"/> Value-added representation in negotiations<input type="checkbox"/> Negotiation and sales tactics<input type="checkbox"/> Power behaviour in negotiations<input type="checkbox"/> Dealing with objections successfully<input type="checkbox"/> Sales philosophy and creating the right atmosphere<input type="checkbox"/> Matching people's needs in the sales pitch <p>Course Content</p> <ul style="list-style-type: none">- Understanding the meta-level of negotiations- How to negotiate successfully- Selling: Getting the job done- Implementing selling strategies
Learning outcomes:
<p>Students will:</p> <ul style="list-style-type: none">- Build, practice and enhance their presentation skills- Develop the ability to lead and influence the success of negotiations- Know how to 'get-the-job-done' in their sales pitch
AI policy:
<p>The guidelines for the use of artificial intelligence in teaching and studies of the FH Salzburg apply (https://myfhs.fh-salzburg.ac.at/pages/viewpage.action?spaceKey=REK&title=Einsatz+von+KI+in+Lehre+und+Studium+%7C+AI+in+Teaching+and+Studies)</p> <p>Within the framework of the course, special attention is to be paid to argumentation-based discussions and independent reflection. To support this, generative AI systems, such as ChatGPT, can be used in assignments. This refers to support, not to the discussion and reflection itself. If used, there is an obligation to declare, i.e. it must be recognizable to third parties which parts of the work were generated by an AI and to what</p>

extent. If AI systems are used without such labeling, this is considered an attempt to deceive.

Recommended literature and course materials:

Fisher, Roger, Ury, William: (2012) Getting to yes: negotiating an agreement without giving in, Random House Business; New edition

Minto, Barbara: (2010) The Pyramid Principle – Logic in writing and thinking, Prentice Hall; 3rd edition

Christensen, Clayton M.: (2016) Competing Against Luck: The Story of Innovation and Customer Choice, Harper Business; 1st edition

Covey, Stephen R.: (2020) The 7 Habits of Highly Effective People: Revised and Updated: Powerful Lessons in Personal Change, Simon & Schuster; Anniversary Edition

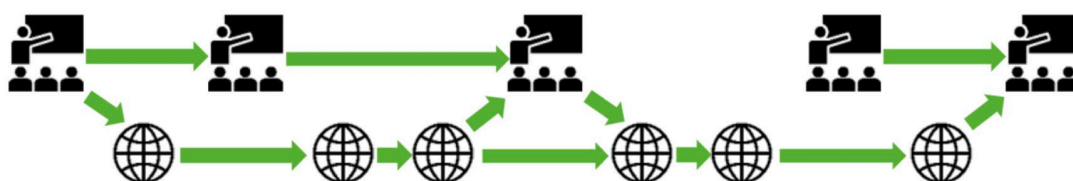
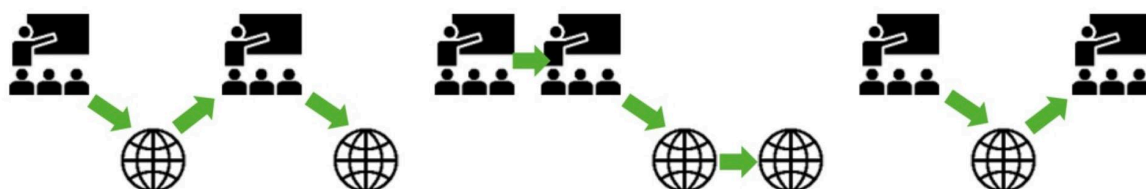
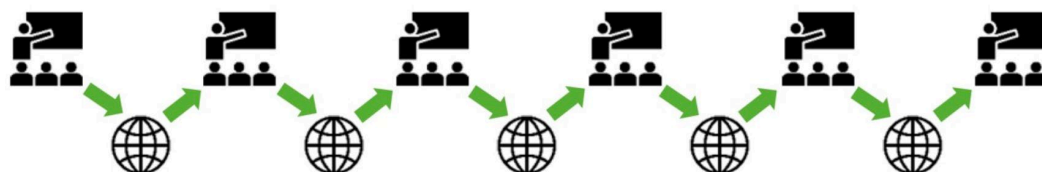
Patterson, Grenny, McMillan, Switzler: (2012) Crucial Conversations: Tools for Talking when Stakes are High, McGraw-Hill; 2nd edition

Syllabus-extension for Blended Learning courses

Blended-learning structure:

86 % synchronous on campus, 0 % synchronous online,
14 % asynchronous

Blended-learning paradigm:



Social & media-supported learning dimensions:

Since learning in this course mainly takes place via in-class activity in the course (exercises, feedback, ...), attendance is compulsory for all dates (> 75%). An essential part of the learning outcome is the experience gained from personal practice, especially in interaction with others. A lack of attendance is therefore a lack of performance and will be graded accordingly. In justified exceptional cases, substitute performance can be agreed to.

Learning support provided by teachers:

The course consists of synchronous classroom teaching and asynchronous units (tasks that are worked on independently). Students are also supported during the asynchronous phases and receive feedback from the course instructor. In addition, there are assignments that must be completed purely through self-study. All three forms are interlinked or build on each other. See lesson plan and blended learning model.

All relevant course content is made available via Moodle. Moodle is also used for the submission and assessment of submitted work.

In the attendance phases, content is conveyed or deepened in the form of interactive lectures, questions and discussions, group work, feedback rounds, simulations and presentations. Great emphasis is placed on active discussion within the course.

Feedback on learning activities:

Feedback will be provided on all required tasks.

Lesson Plan and course structure

Please note that this is an indicative course outline only. The exact content of each class may change, depending upon the needs of the students. If students miss a class, they need to make sure to check Moodle to see what was covered in class. The course comprises a total of 14 units / 12 direct contact units, 2 asynchronous units

Date	Time	Nr.	Units	Indicative Content	Comments
10.03.2025	Gr. A: 08.15-10.45 Gr. B: 10.45-13.15		3	Introduction to the course Selling Strategies and understanding how to get the job done	
17.03.2025	Gr. A: 13.30-16.00 Gr. B: 16.00-18.30		3	Sales Pitch: How to communicate effectively in a challenging situation	Assessment: Sales Pitch
05.05.2025	Gr. B: 08.15-10.45 Gr. A: 10.45-13.15		3	Negotiating: How negotiating differs from selling; how to aim for a win-win situation (The Harvard Principle)standing your ground; communication challenges	
Asynchro- nous			2	Preparation for the in-class negotiation task	Group task: Strategy pa- per
19.05.2025	Gr. B: 10.45-13.15 Gr. A: 14.45-16.45		3	Negotiating: in class negotiation task & reviewing the results and experience Final course reflection	Assessment: Written task
Total Units			14		