



TQF.3

Bachelor's Degree

Master's Degree

## **Course Specification**

**Course Code:** IBP2424

**Course Title:** Negotiation Strategies

**Credits:** 3(3-0-6)

**Program:** International Business

International College

Suan Sunandha Rajabhat University

(SSRUIC)

**Semester :** 2 **Academic Year :** 2017

## **Section 1 General Information**

**1. Code and Course Title :**

Course Code: IBP2424

Course Title (English): Negotiation Strategies

Course Title (Thai): กลยุทธ์การเจรจาต่อรอง

**2. Credits : 3(3-0-6)**

**3. Curriculum and Course Category :**

3.1 Curriculum: Bachelor of Business Administration, Program in International Business (International Program), Revised in 2016.

3.2 Course Category:

General Education

Major Course

Elective Course

Others .....

**4. Lecturer Responsible for Course and Instructional Course**

**Lecturer (s) :**

4.1 Lecturer Responsible for Course: Ms. Nalin Simasathiansophon

4.2 Instructional Course Lecturer(s): None

**5. Contact/Get in Touch**

Room Number 401 Tel. 082-7842162 E-mail nalin.si@ssru.ac.th

**6. Semester/ Year of Study**

6.1 Semester: 2 Year of Study 2017

6.2 Number of the students enrolled: 18 students

**7. Pre-requisite Course (If any)**

Course Code: None Course Title: None

**8. Co-requisite Course (If any)**

Course Code: None Course Title: None

## **9. Learning Location**

**Building:** International College, Nakhonpathom Education Center

**Room:** 307

## **10. Last Date for Preparing and Revising this Course:**

15<sup>th</sup> December 2017

## **Section 2 Aims and Objectives**

### **1. Course Aims**

At the end of this course, the student will reach to five domains in the following areas of performance:

#### **1.1 Morals and Ethics**

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

#### **1.2 Knowledge**

- (1) The ability to identify the business theories and describe important case studies,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use business knowledge integrated with other disciplines.

#### **1.3 Cognitive Skills**

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-studying and sharing information with others,
- (3) The ability to find original solution and their own method.

#### **1.4 Interpersonal Skills and Responsibility**

- (1) The ability to have two responsibilities; they learn for themselves and help group member to learn,
- (2) The ability to use adequate method for interpersonal communication and discussion,
- (3) The ability to create some business ideas and to have leadership skills.

#### **1.5 Numerical Analysis, Communication and Information Technology Skills**

- (1) The ability to use basic ICT skills and apply them to daily life,
- (2) The ability to use statistics data to solve business problems,
- (3) The ability to use business statistic methods in market analysis.

## 2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

According to TQF 5 (Thailand Quality Framework 5: HEd.) for the 2015 academic year, students should develop their abilities as follow:

- (1) to enhance communication skills,
- (2) to apply negotiation techniques base on real world situation,
- (3) to resolve negotiation conflicts between two parties.

Therefore, imposing new learning process, such as new activities are crucial to make students develop communication skill as well as increase the problem-solving ability when facing new business circumstances.

## Section 3 Characteristics and Operation

### 1. Course Outline

Negotiation concept and practice: develop verbal and non-verbal communication skills, manage negotiation environment using negotiation techniques, and resolve conflicts in negotiation.

### 2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)
48 hours	-	96 hours	3+ (if any)

### 3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room No.: 401

Building: International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 082-7842162

3.3 Consulting via E-Mail: nalin.si@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Facebook: Aj.Nalin.Simasathiansophon

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: http://www.teacher.ssru.ac.th/nalin

## **Section 4 Developing Student's Learning Outcomes**

### **1. Morals and Ethics**

#### 1.1 Morals and Ethics to be developed

○ (1) The ability to deliver or to complete a required task at or the appointed time,

● (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,

○ (3) The ability to make decisions in business according to moral concepts and judgments.

#### 1.2 Teaching Strategies

(1) The team of students will help to remind other team members to be on time,

(2) Provide an example of integrity in classroom such as no plagiarism,

(3) Provide a case study that explains business ethics.

#### 1.3 Evaluation Strategies

(1) Checking student attendance every class,

(2) Evaluate from how many students cheating in exam,

(3) Evaluate students' responsibility on their participation in group projects.

## **2. Knowledge**

### 2.1 Knowledge to be acquired

- (1) The ability to understand business theories and solve case studies,
- (2) The ability to analyze and solve real practical problems and issues,
- (3) The ability to apply business knowledge integrated with other disciplines.

### 2.2 Teaching Strategies

- (1) Use problem-based learning,
- (2) Use cooperative learning techniques,
- (3) Invite guest speakers who are expert in real business and business regulation.

### 2.3 Evaluation Strategies

- (1) Pop-quiz, midterm, and final exam,
- (2) A group project,
- (3) Class presentation.

## **3. Cognitive Skills**

### 3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-studying and sharing information with others,
- (3) The ability to find original solution and their own method.

### 3.2 Teaching Strategies

- (1) Group and individual research and presentations,
- (2) Participate in real intergroup and interpersonal competitions,
- (3) Problem-based learning.

### 3.3 Evaluation Strategies

- (1) Evaluate individual and group research and studies,
- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

## **4. Interpersonal Skills and Responsibility**

### 4.1 Interpersonal Skills and Responsibility to be developed

- (1) The ability to have two responsibilities; they learn for themselves and help group member to learn,

○ (2) The ability to use adequate method for interpersonal communication and discussion,

○ (3) The ability to create some business ideas and to have leadership skills.

#### 4.2 Teaching Strategies

(1) Implement student center learning method and problem-based learning,

(2) Encourage students to work together in small groups,

(3) Implement business manner practices and social skills.

#### 4.3 Evaluation Strategies

(1) Assess students' participation in teamwork,

(2) Observe students business manner and social skills,

(3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

### 5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

● (1) The ability to use basic ICT skills and apply them to daily life,

○ (2) The ability to use statistics data to solve business problems,

○ (3) The ability to use business statistic methods in market analysis.

#### 5.2 Teaching Strategies

(1) Use case studies that allow students to implement their knowledge of statistics to solve business problems,

(2) Encourage students to use statistics and ICT in research and projects conduction,

(3) Encourage students to actively use ICT and social media in daily life.

#### 5.3 Evaluation Strategies

(1) Evaluate the correct application of statistics to solve problems,

(2) Evaluate effectiveness of ICT usage in research and presentations,

(3) Evaluate their ability to use software and application in their work and studies.

**Remark:** Symbol ● means 'major responsibility'

Symbol ○ means 'minor responsibility'

No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2. (Program Specification)



## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias
1	<b>Topic 1</b> Building a Personal Negotiating Power <ul style="list-style-type: none"> <li>• Understanding the nature of negotiation</li> </ul>	3 hours	- Pre-test - Direct instruction - Childe center: cooperative learning (round robin)
2	<b>Topic 1</b> Building a Personal Negotiating Power <ul style="list-style-type: none"> <li>• Principles of domestic and international negotiation</li> <li>• Negotiation tactics</li> </ul>	3 hours	- Direct instruction - Childe center: cooperative learning (rally robin and pair discussion)
3	<b>Topic 1</b> Building a Personal Negotiating Power <ul style="list-style-type: none"> <li>• Basic practice for negotiators</li> <li>• Negotiation process</li> </ul>	3 hours	- Direct instruction - Think-pair-share on basic negotiation
4	<b>Topic 2</b> Management Skills for Negotiators <ul style="list-style-type: none"> <li>• Verbal and non-verbal communication</li> <li>• People management in negotiations</li> </ul>	3 hours	- Direct instruction - Cooperative group: negotiation word bank
5	<b>Topic 2</b> Management Skills for Negotiators <ul style="list-style-type: none"> <li>• Managing the negotiation environment</li> </ul>	3 hours	- Direct instruction - Cooperative group on compete and collaborate game
6	<b>Topic 2</b> Management Skills for Negotiators <ul style="list-style-type: none"> <li>• The language of negotiation</li> </ul>	3 hours	- Direct instruction - Brainstorming on interesting places
7	<b>Topic 2</b> Management Skills for Negotiators <ul style="list-style-type: none"> <li>• Listen and learn</li> </ul>	3 hours	- Direct instruction - Active review session: check your skills game
8	<b>Mid-term Examination</b>		
9	<b>Topic 3</b> Advanced Tactics and Special Situations <ul style="list-style-type: none"> <li>• Advanced negotiation tactics</li> </ul>	3 hours	- Direct instruction - Think-pair-share on price negotiation
10	<b>Topic 3</b> Advanced Tactics and Special Situations <ul style="list-style-type: none"> <li>• Negotiation countermeasures</li> </ul>	3 hours	- Direct instruction - Role playing on hotel negotiation

<b>Week</b>	<b>Topic/Outline</b>	<b>Periods</b>	<b>Learning Activities and Medias</b>
11	<b>Topic 3</b> Advanced Tactics and Special Situations <ul style="list-style-type: none"> <li>• Cross-cultural negotiations</li> </ul>	3 hours	- Direct instruction - Role play: cross that line
12	<b>Topic 3</b> Advanced Tactics and Special Situations <ul style="list-style-type: none"> <li>• Managing conflict and resolution</li> </ul>	3 hours	- Direct instruction - Inquiry learning on negotiation conflicts management
13	<b>Topic 3</b> Advanced Tactics and Special Situations <ul style="list-style-type: none"> <li>• When negotiations fail</li> </ul>	3 hours	- Direct instruction - Hands-on technology: VDO clip on what makes negotiation fail? - Group discussion
14	<b>Topic 3</b> Advanced Tactics and Special Situations <ul style="list-style-type: none"> <li>• The ten commandments of negotiation</li> </ul>	3 hours	- Lecture - Jigsaw discussion on failure to negotiate
15	<b>Group presentation</b>	3 hours	- Peer evaluation - Q & A - Group presentation evaluation
16	<b>Final exam review</b>	3 hours	- Lecture - Group discussion
17	<b>Final Examination</b>		
<b>Total of Hours</b>		<b>48</b>	

## 2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p><b>1. Morals and Ethics</b></p> <p>(1) The ability to deliver or to complete a required task at or the appointed time,                      (2) The ability to do the right thing according to morals and traditional values, beliefs and principles they claim to hold,                      (3) The ability to make business decisions according to moral concepts and judgments.</p>	<p>(1) Group activities                      (2) Classroom attendance</p>	<p>Throughout semester</p>	<p>(1) S/U                      (2) 10%</p>
<p><b>2. Knowledge</b></p> <p>(1) The ability to understand business theories and solve case studies,                      (2) The ability to analyze and solve real practical problems and issues,                      (3) The ability to apply business knowledge integrated with other disciplines.</p>	<p>(1) Mid-term examination                      (2) Final examination</p>	<p>(1) Week 8                      (2) Week 17</p>	<p>(1) 20%                      (2) 30%</p>
<p><b>3. Cognitive Skills</b></p> <p>(1) The ability to gather and summarize information, and conduct research,                      (2) Self-studying and sharing information with others,                      (3) The ability to find original solution and their own method.</p>	<p>(1) Group discussion                      (2) Cooperative learning</p>	<p>(1) Throughout Semester                      (2) Throughout semester</p>	<p>(1) S/U                      (2) 10%</p>

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p><b>4. Interpersonal Skills and Responsibility</b></p> <p>(1) The ability to have two responsibilities; they learn for themselves and help group member to learn,</p> <p>(2) The ability to use adequate method for interpersonal communication and discussion,</p> <p>(3) The ability to create some business ideas and to have leadership skills.</p>	<p>(1) Group activities</p>	<p>(1) Throughout semester</p>	<p>(1) 10%</p>
<p><b>5. Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) The ability to use basic ICT skills and apply them to daily life,</p> <p>(2) The ability to use statistics data to solve business problems,</p> <p>(3) The ability to use business statistic methods in market analysis.</p>	<p>(1) Report paper and presentation</p> <p>(2) Group discussion</p>	<p>(1) Week 15</p> <p>(2) Throughout semester</p>	<p>(1) 20%</p> <p>(2) S/U</p>

## **Section 6 Learning and Teaching Resources**

### **1. Textbook and Main Documents**

Collins, P. J. (2009). *Negotiate to win: talking your way to what you want*. New York: Starling publishing.

Kennedy, G. (2009). *Negotiation: an A-Z guide*. London: Profile Books.

Lewis, C. (2008). Successful communication in multicultural environments.

*Intercultural Focus*, retrieved from [www.interculturalfocus.com](http://www.interculturalfocus.com).

Palich, L. E., Carini, G. R. & Livingstone, L. P. (2002). Comparing American and Chinese negotiating styles: the influence of logic paradigms. *Thunderbird International Business Review*, 44(6), 777-798.

### **2. Important Documents for Extra Study**

Huang, L. (2010). Cross-cultural communication in business negotiations.

*International Journal of Economics and Finance*, 2(2), 1-5.

Kottolli, A. (2007). *How to avoid pitfalls in cross-cultural negotiation*. Retrieved April 25, 2012, from <http://arunkottolli.blogspot.com/2007/01/how-to-avoid-pitfalls-in-cross.html>

### **3. Suggestion Information (Printing Materials/Website/CD/Others)**

King, C. (2008). *Your guideline for successful first time cross cultural negotiations in any culture*. Retrieved April 24, 2012, from

<http://getinternationalclients.com/multicultural-client-skills-for-small-business-8-point-strategy-for-intercultural-negotiations/>

Lewis, R. (2012). *Negotiating across cultures*. Retrieved April 24, 2012, from

<http://www.crossculture.com/services/negotiating-across-cultures/>

## **Section 7 Course Evaluation and Revising**

### **1. Strategies for Course Evaluation by Students**

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) Learning methods and assessment
- (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

### **2. Strategies for Course Evaluation by Lecturer**

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

### **3. Teaching Revision**

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

### **4. Feedback for Achievement Standards**

The evaluation is conducted by the Administrator Committee in order to assessment process and grading.

### **5. Methodology and Planning for Course Review and Improvement**

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.

**Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level**

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills		
	● Major Responsibility									○ Minor Responsibility					
Course Category:	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Business Major Course															
Course Code: IBP2424 Course Title: Negotiation Strategies	○	●	○	○	●	○	○	●	○	●	○	○	●	○	○