



รายละเอียดของรายวิชา (TQF.3)  
ประจำภาคเรียนที่ 2/2560

รหัสวิชา 1553123 ชื่อรายวิชา การเจรจาต่อรองทางธุรกิจ  
(1553123 : Business Negotiations)  
Sec. A1 /Sec. B1 นักศึกษาห้ส 59

Name of lecturer

Ms. Janalyn L. Ramos-Dayrit

Business English Program

Faculty of Humanities and Social Sciences

Suan Dusit University

## Course Specification

<b>University</b>	Suan Dusit University
<b>Campus/ Faculty/ Field of Study</b>	Business English Program Faculty of Humanities and Social Sciences

### 1. General Information

#### 1.1 Course title and code

1553123 Business Negotiations

#### 1.2 Credit Hours

3 (3-0-6)/ 3 hours/wk

#### 1.3 Program in which the course is offered and course types (compulsory, elective, etc)

Compulsory

#### 1.4 Name of faculty member responsible for the subject / Name of lecturer

1) **Name of lecturer being responsible for the subject:** Ms. Janalyn L. Ramos

2) **Name of lecturer:** Ms. Janalyn L. Ramos

#### 1.5 Semester/year at which the course is offered

2nd Semester/3rd year

#### 1.6 Pre-requisites for this course

None

#### 1.7 Co-requisites for this course

None

#### 1.8 Location (indicate room numbers)

1208

#### 1.9 Date on which the course is modified

15 January 2018

### 2. Aim and Purpose

#### 2.1 Subject aims

Upon completion of this course students should be able to achieve the following objectives:

1. Gain a broad understanding of important concepts used in business negotiations
2. Enhance knowledge about useful negotiation skills, strategies and approaches
3. Develop negotiations skills leading to confidence in negotiations in international business processes

4. Acquire skills to deal with obstacles and conflicts in business negotiations and resolve conflicts
5. Recognize and understand negotiation styles in order to understand and predict the behavior of individuals, groups and organizations in future business negotiations
6. Use appropriate vocabulary and expressions in business negotiations

## **2.2 Purposes for developing modifying the course**

To be in accordance with the new curriculum that is offering this course for second time in 2017.

## **3. Course Management**

### **3.1 Course description:**

Vocabulary and expressions used for negotiations in an international business context; practice business negotiation processes: making opening statements, pitching, problem solving and drawing conclusions.

### **3.2 Teaching Hours per semester**

<b>Lecture/ Practice hours</b>	<b>Additional Teaching Hours</b>	<b>Training/ Fieldwork</b>	<b>Self-study</b>
45	Have additional class according to students' needs	-	<b>90</b>

### **3.3 Academic advising given to individual students (hours per week)**

Students can contact the teacher online through chat on social network applications or through phone calls from 8am until 5pm.

#### 4. Development of Student Learning Outcomes

##### Teaching Strategies and Assessment

Learning Outcomes Being Developed	Teaching Strategies	Methods of Assessment	Assessment Week	Proportion of Assessment
<ul style="list-style-type: none"> <li>- Develop self-discipline, punctuality and responsibilities</li> <li>- Conform to rules and regulations</li> <li>- Have an understanding of an acquired skill of English in listening, speaking, reading and writing</li> <li>- Have knowledge in the field of Business English covering vocabulary, grammar and expressions;</li> <li>- Have integrated knowledge in other related disciplines.</li> <li>- Have the ability to search for and integrate up-to-date information and new technology;</li> <li>- Think creatively and have the ability to apply knowledge appropriately;</li> <li>- Be able to think , analyze and solve problems systematically;</li> <li>- Have cooperative interpersonal skills and respect for the rights and opinions of others;</li> <li>- Communicate effectively</li> <li>- Work, and be responsible for the assigned work, duties and roles in the workgroup.</li> <li>- Use information technology for communication</li> </ul>	<ul style="list-style-type: none"> <li>- Take on time attendance, check assignments and give weekly tests</li> <li>- Check assignments and grade weekly tests thoroughly</li> <li>- Set guidelines for proper behavior and assign points accordingly</li> <li>- Explain rules and regulations clearly and ask for justifying inappropriate behavior or action</li> <li>- Discussions, videos, pair and group work</li> <li>- Lectures, discussions, pair and group work</li> <li>- Lectures and videos</li> <li>- Lectures, videos and power point presentations</li> <li>- Class discussions on finding up-to-date information</li> <li>- Class activities based on situations in real life</li> <li>- Assign problems using real life simulations</li> <li>- Lectures, class discussions and exercises</li> <li>- Have group and class discussions</li> <li>- Interactive talks in class involving all students</li> </ul>	<ul style="list-style-type: none"> <li>- On time attendance in every class</li> <li>- Regular grading of assignments and tests</li> <li>- Rubric for guidelines for behavior</li> <li>- Lecture on rules and regulations and one to one chat with students if necessary</li> <li>- Class activities, exercises and interviews</li> <li>- Weekly individual and group tests and activities</li> <li>- Class tests and interviews</li> <li>- Exercises and discussions</li> <li>- Interactive talks and eliciting information</li> <li>- Pair work, group and class exercises</li> <li>- Assign exercises in pairs and groups</li> <li>- Elicit information and answers from discussions and exercises</li> <li>- Provide feedback during and after discussions</li> <li>- Provide opportunity for equal participation and healthy discussions</li> </ul>	<ul style="list-style-type: none"> <li>Attendance Weeks - 1 to 16</li> <li>Presentations – Weeks 4, 7, 12, 14</li> <li>Mid-term project – Weeks 7, 8</li> <li>Mid-term Exam – Week 9</li> <li>Final Exam – Week 16</li> </ul>	<ul style="list-style-type: none"> <li>Attendance and Participation – 10%</li> <li>Individual and Group Presentations – 40%</li> <li>Quiz – 10%</li> <li>Midterm Exam – 15%</li> <li>Final Exam – 25%</li> </ul>

<b>Learning Outcomes Being Developed</b>	<b>Teaching Strategies</b>	<b>Methods of Assessment</b>	<b>Assessment Week</b>	<b>Proportion of Assessment</b>
- Calculate and process data by using computer applications.	<ul style="list-style-type: none"> <li>- Group discussions with rotating group leaders</li> <li>- Assign exercises involving researching information on the internet</li> <li>- Create Facebook and email groups, and use mobile apps</li> <li>- Assign minor research work</li> <li>- Assign exercises for finding and presenting information from the internet</li> </ul>	<ul style="list-style-type: none"> <li>- Assign points to group leaders and individual members for responsibility and participation in discussions</li> <li>- Individual and group presentations</li> <li>- Online exercises and assignments</li> <li>- Monthly Individual presentations</li> <li>- Weekly individual and group tests</li> </ul>		

## 5. Teaching Plan and Evaluation

### 5.1 Teaching Plan

<b>Week</b>	<b>Topic / Details</b>	<b>Teaching and Learning Activities / Activities and Tasks</b>	<b>Instructional Materials</b>	<b>Assessment and Evaluation (Proportion)</b>	<b>Lecturer</b>
1	Introduction to the course methodology and syllabus	<ul style="list-style-type: none"> <li>- Explain the course syllabus, course overview and objectives</li> <li>- Student and teacher self-introductions</li> <li>- Hand-outs and visual aids.</li> </ul>	<ul style="list-style-type: none"> <li>- Use the OHP, laptop, video, textbook in discussing the course syllabus</li> <li>- Let the students participate by giving their views, expectations and comments</li> </ul>	-Evaluate students about expectation and goals thru participation (10%)	Jana Ramos
2	Introduction to the concept of business negotiations	<ul style="list-style-type: none"> <li>- Handouts compilation and visual aids</li> <li>- Introduction to concepts related to business negotiations, nature of negotiations and efficiency of negotiations</li> </ul>	<ul style="list-style-type: none"> <li>-Use the OHP, laptop, video, recording and textbook for the discussion</li> <li>- Let the students read, analyze and give feedback of the lesson</li> </ul>	- Evaluate students thru in-class exercises (book activities) and short quiz (10%)	Jana Ramos

		<ul style="list-style-type: none"> <li>- In-class exercises</li> <li>- Short quiz</li> </ul>	<ul style="list-style-type: none"> <li>- Initiate in-class exercises and short quiz at the end of the class</li> </ul>		
3-4	Basic rules and principles of domestic and international business negotiations	<ul style="list-style-type: none"> <li>- Handouts compilation and visual aids</li> <li>- Discuss the different rules and principles of domestic and international business negotiations</li> <li>- In-class exercises</li> <li>- Presentation</li> <li>- Short quiz</li> </ul>	<ul style="list-style-type: none"> <li>- Use the OHP, laptop, video, recording and textbook for the discussion</li> <li>- Let the students participate in class discussion</li> <li>- Encourage students to give questions and responses before the in-class exercises and short quiz</li> <li>- Let students work in group for the presentation</li> </ul>	<ul style="list-style-type: none"> <li>- Evaluate students thru in-class exercises (book activities) and short quiz (10%)</li> <li>- Evaluate students thru group presentation (40%)</li> </ul>	Jana Ramos
5-6	Strategies of domestic and international business negotiations	<ul style="list-style-type: none"> <li>- Handouts compilation and visual aids</li> <li>- Discuss effective strategies used in the process of domestic and international business negotiations</li> <li>- In-class exercises</li> <li>- Role play</li> <li>- Short quiz</li> </ul>	<ul style="list-style-type: none"> <li>- Use the OHP, laptop, video, recording and textbook for the discussion</li> <li>- Let the students read the sentences and encourage them to give their views and in doing the in-class exercises</li> <li>- Let students work in group for the role play</li> <li>- A short quiz will be given at the end of class</li> </ul>	<ul style="list-style-type: none"> <li>- Evaluate students thru in-class exercises (book activities) and short quiz 10 %)</li> <li>- Evaluate students thru situations in a role play (10%)</li> </ul>	Jana Ramos
7-8	Negotiations in foreign markets	<ul style="list-style-type: none"> <li>- Handouts compilation and visual aids</li> <li>- Discuss and analyze distributive and integrative negotiations in foreign markets</li> <li>- In-class exercises</li> <li>- Presentation</li> <li>- Mid-term group project</li> </ul>	<ul style="list-style-type: none"> <li>- Use the OHP, laptop, video, recording and textbook for the discussion</li> <li>- Let the students participate in class discussion</li> <li>- Encourage students to give questions and responses before the in-class exercises and short quiz</li> </ul>	<ul style="list-style-type: none"> <li>- Evaluate students thru in-class exercises (book activities) and short quiz (10%)</li> <li>- Evaluate students thru projects in group or individual (40%)</li> </ul>	Jana Ramos

			- Let students work in group for the presentation		
e9-10	Conflicts in business negotiations	<ul style="list-style-type: none"> <li>- Mid-term Examination</li> <li>- Handouts compilation and visual aids</li> <li>- Discuss and analyze possible obstacles and conflict in business negotiations and how to deal with them</li> <li>- In-class exercises</li> <li>- Role play</li> <li>- Short quiz</li> </ul>	<ul style="list-style-type: none"> <li>-Use the OHP, laptop, video, recording and textbook for the discussion</li> <li>- Let the students read, analyze and give feedback of the lesson</li> <li>- Initiate in-class exercises and short quiz at the end of the class</li> <li>- Let students take the mid-term exam</li> </ul>	<ul style="list-style-type: none"> <li>- Evaluate students thru in-class exercises (book activities) and short quiz (10%)</li> <li>- Evaluate students thru situations in a role play (10%)</li> <li>-Mid-term exam (15%)</li> </ul>	Jana Ramos
11-12	Negotiations between groups and business entities in an international business environment: multilateral and bilateral negotiations	<ul style="list-style-type: none"> <li>- Handouts compilation and visual aids</li> <li>- Discuss and analyze the different types of negotiations between groups and entities in an international business environment</li> <li>- In-class exercises</li> <li>- Presentation</li> <li>- Short quiz</li> </ul>	<ul style="list-style-type: none"> <li>- Use the OHP, laptop, video, recording and textbook for the discussion</li> <li>- Let the students read the sentences and encourage them to give their views and in doing the in-class exercises</li> <li>- Let students work in group for the presentation</li> <li>- A short quiz will be given at the end of class</li> </ul>	<ul style="list-style-type: none"> <li>- Evaluate students thru in-class exercises (book activities) and short quiz (10%)</li> <li>- Evaluate students thru group presentation (40%)</li> </ul>	Jana Ramos
13-14	Modern trends in international business negotiations	<ul style="list-style-type: none"> <li>- Handouts compilation and visual aids</li> <li>- Discuss the different modern trends in international business negotiations, cross-cultural negotiations</li> <li>- In-class exercises</li> <li>- Presentation</li> <li>- Short Quiz</li> </ul>	<ul style="list-style-type: none"> <li>- Use the OHP, laptop, video, recording and textbook for the discussion</li> <li>- Let the students participate in class discussion</li> <li>- Encourage students to give questions and responses before the in-class exercises and short quiz</li> <li>- Let students work in group for the presentation</li> </ul>	<ul style="list-style-type: none"> <li>- Evaluate students thru in-class exercises (book activities) and short quiz (10%)</li> <li>- Evaluate students thru group presentation (40%)</li> </ul>	Jana Ramos

15	Review of topics	<ul style="list-style-type: none"> <li>- Review content in all topics covered for the final exam</li> <li>- In-class exercises</li> </ul>	<ul style="list-style-type: none"> <li>- Use the OHP, laptop, video, recording and textbook for the final discussion and review</li> <li>- Initiate question and answer portion to test students readiness</li> <li>- Let students play a game for the in-class exercises</li> </ul>	- Evaluate students thru in-class activities (book activities)	Jana Ramos
16	Final examination	- Final test paper	-Let students take the final exam	-Final exam (25%)	Jana Ramos



## 5.2 Assessment and Evaluation

### 1) Assessment

Attendance and Participation	10%
Individual and Group Presentations	40%
Quiz	10%
Midterm Exam	15%
Final Exam	25%

### 2) Evaluation

Criterion reference scoring are used as follows:

Scores	Grade
90-100	A
85-89	B <sup>+</sup>
75-84	B
70-74	C <sup>+</sup>
60-69	C
55-59	D <sup>+</sup>
50-54	D
0-50	F

## 6. Teaching and Learning Resources

### 6.1 Required text

Iyer, P. (2017). *Business Negotiations*. Bangkok: Suan Dusit Graphic Site

### 6.2 Essential references

### 6.3 Suggested references

## 7. Course Evaluation and Improvement

### 7.1 Strategies for obtaining student feedback on quality of subject

1. The overall students' satisfactions with learning this course showed moderate level ( $X=3.25$ ). Considering the aspects, good level of Satisfaction illustrated the facilities and the consultation.

### 7.2 Strategies for teaching evaluation

1. Independent feedback from students
2. Assessment of results achieved by students
3. Consultation with students' advisors

### 7.3 Processes for Teaching Improvement

1. Discussions with and feedback from colleagues
2. Classroom research
3. Expand knowledge through online teaching courses
4. Attend seminars and conferences to interact with delegates and attend presentations to improve knowledge on teaching strategies.

### 7.4 Processes for Verifying Standards of Student Achievement

Learning Outcomes in Five Domains	Assessment				Presentation
	Observation	Class Activities	Quiz, Midterm and Final Exam	Homework	
Morals and Ethics	✓				
Knowledge	✓		✓	✓	✓
Cognitive skills			✓	✓	✓
Interpersonal skills and responsibilities	✓				
Communication Information Technology and Numerical Skills	✓			✓	✓

### 7.5 Action planning for verifying and improving effectiveness of the subject

1. Students' feedback on course – lessons and tests
2. Inclusion of topics (if any) as per suggestions by students
3. Assessment of students' display of language and business skills during class exercises and activities