COURSE : LANGUAGE FOR NEGOTIATION

COURSE CODE : BBI 3410

CREDIT : 3 (3 + 0)

PREREQUISITE : Tiada

LECTURER : DR SABARIAH MD. RASHID

OBJECTIVE : By the end of the course, students are able:

1. plan various procedures, strategies and techniques for effective negotiation (C5)

2. display appropriate language skills effectively in simulated negotiations (P4)

3. formulate authentic negotiations (A4)

4. contribute to the planning and coordination of group work (TS)

SYNOPSIS : The significant role of negotiation in the work place; the negotiating process; different types of negotiation; standard negotiating strategies and techniques; optimising language skills for effective negotiation.

(Coursus ini merangkumi peranan perundingan yang signifikan di tempat kerja, proses perundingan, pelbagai jenis perundingan, strategi dan teknik perundingan yang lazim dan penggunaan kemahiran bahasa yang optimum untuk perundingan yang berkesan.)

COURSE CONTENT :
1. Defining negotiations and other related concepts

2. Overviewing the negotiation process and identifying its major components and their relationships

3. Establishing negotiation objectives; defining issues for discussion and pre-negotiation planning

4. Types of negotiation, key terms and standard negotiation strategies

5. Communication processes in negotiation
6. Preparing the ground for negotiation

7. Analysis of language use in negotiation

8. Using and controlling language for clarity and positive persuasion

9. Communication processes in negotiation; coping with communication breakdown and overcoming communication roadblocks

10. Cross cultural awareness in negotiation

11. Social and cultural issues in negotiation

EVALUATION : 

Assessment 1: Short assignment (10%)  
(Due: 4 October 2013)

Assessment 2: Mid Semester Test (20%)  
Multiple choice items & short structural questions  
[Unit 1 to Unit 5 & Extra notes (given in class or accessible from the PPL learning website)]

Continuous Assessment: Long assignment (30%)  
(Due: 8 November 2013)

Final Exam (40%)  
Multiple choice items, short structural & paragraph writing questions (Unit 6-Unit 13 & Extra notes)

REFERENCE : 


