☑ Bachelor's Degree

☐ Master's Degree

College of Hospitality Industry Management

Course Specification

Course Code: IBB2303

Course Title: Business Negotiation Strategies

Credits: 3(3-0-6)

Program: Digital International Business

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

(CHM)

Semester : 2 **Academic Year :** 2023

Section 1 General Information

1. Code and Course Title :

Course Code: IBB2303

Course Title (English): Business Negotiation Strategies

Course Title (Thai): กลยุทธ์การเจรจาต่อรองทางธุรกิจ

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

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Business Administration, Program in Digital International Business (International Program), Revised in 2020.

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 2023

6.2 Number of the students enrolled: 26 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: College of Hospitality Industry Management, Nakhon Pathom Campus

10. Last Date for Preparing and Revising this Course:

25th November 2023

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 project responsibility and morality in class and assigned tasks,

(2) The ability to comply with rules, regulations, moral and societal standards,

(3) The awareness of ethics in digital international business decisions and actions.

1.2 Knowledge

(1) Have knowledge in business theories and concepts,

(2) Analyze and solve real business practical problems and issues in digital era,

(3) Apply business knowledge integrated with other disciplines.

1.3 Cognitive Skills

(1) The ability to gather, research, and summarize information and knowledge,

(2) Self-studying and sharing information with others,

(3) The ability to find appropriated solutions for real business issues.

1.4 Interpersonal Skills and Responsibility

(1) The ability to learn for themselves and help group member to learn,

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

(3) The ability to create business ideas and to have leadership skill.

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 data analytics to analyze business issues.

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

According to TQF 5 (Thailand Quality Framework 5: HEd.) for the 2021 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

Business communication skill development: verbal and non-verbal. Negotiation environment management, negotiation technique, conflict resolution. Business negotiation theories, issues, and practice.

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: College of Hospitality Industry Management (Nakhon Pathom Campus/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
    Line ID: nalin.sima

3.5 Consulting via Computer Network (Internet/Web board)
    Teacher Website: https://elchm.ssru.ac.th/nalin_si

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

● (1) The ability to project responsibility and morality in class and assigned tasks,

○ (2) The ability to comply with rules, regulations, moral and societal standards,

○ (3) The awareness of ethics in digital international business decisions and actions.

1.2 Teaching Strategies

(1) Utilize assignments and projects to assess students' responsibility and morality,

(2) Provide examples of digital international business integrity in classroom,

(3) Provide case studies that emphasize business ethics, digital ethics and privacy.

1.3 Evaluation Strategies

(1) Use attendance and participation as means of evaluation,

(2) Use assignments to assess students' responsibility,

(3) Evaluate students regarding moral misconduct.

2. Knowledge

2.1 Knowledge to be acquired

○ (1) Have knowledge in business theories and concepts,

● (2) Analyze and solve real business practical problems and issues in digital era,

○ (3) 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 or organize a field trip.

2.3 Evaluation Strategies

(1) Pop-quiz, midterm, and final examination,

(2) Term Project,

(3) Class assignments.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

● (1) The ability to gather, research, and summarize information and knowledge,

○ (2) Self-studying and sharing information with others,

○ (3) The ability to find appropriated solutions for real business issues.

3.2 Teaching Strategies

(1) Assign group or individual projects,

(2) Assign group discussion or seminar,

(3) Provide problem-based learning tasks.

3.3 Evaluation Strategies

(1) Evaluate presentation and/or report projects,

(2) Evaluate in class activities using personal involvement rubrics.

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

○ (1) The ability to learn for themselves and help group member to learn,

● (2) The ability to use appropriated method for interpersonal communication and discussion,

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

4.2 Teaching Strategies

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

(2) Engage students in collaborative activities,

(3) Use cooperative learning techniques.

4.3 Evaluation Strategies

(1) Assess students' participation in teamwork,

(2) Observe students 'interpersonal communication and discussion,

(3) Evaluate students' business creativities and innovativeness from presentation or assignments.

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 data analytics to analyze business issues.

5.2 Teaching Strategies
(1) Assign activities that allow students to implement their ICT skills,

(2) Encourage students to use data analytics or statistics in assignments or projects conduction,

5.3 Evaluation Strategies
(1) Evaluate ability to use ICT skills from students' assignments,

(2) Evaluate ability to use statistic data implemented in assignments or projects,

(3) Evaluate ability to use data analytics software and/or 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	Hours	Learning Activities and Medias
1-2	**Topic 1** Understanding the nature of negotiation **Topic 2** Negotiation tactics	6	• Pre-test • Direct instruction • Childe center: cooperative learning (round robin)
3-4	**Topic 3** Negotiation practices **Topic 4** Management skills for negotiation	6	• Direct instruction • Childe center: cooperative learning (rally robin and pair discussion**)**
5-6	**Topic 5** Negotiation environment **Topic 6** The language of negotiation: Verbal and non-verbal negotiation	6	• Direct instruction • Cooperative group: negotiation word bank
7-8	**Topic 7** Listen and learn **MID-TERM EXAMINATION**	6	• Direct instruction • Active review session: check your skills game • Paper based test
9-10	**Topic 8** Advance negotiation tactics **Topic 9** Cross-cultural negotiation	6	• Direct instruction • Think-pair-share on price negotiation • Role playing on hotel negotiation
11-12	**Topic 10** Conflict management **Topic 11** Why negotiation fail	6	• Direct instruction • Inquiry learning on negotiation conflicts management • Hands-on technology: VDO clip on what makes negotiation fail?
13-14	**Topic 12** The ten commandments of negotiation **Group Presentation**	6	• Direct instruction • Jigsaw discussion on failure to negotiate

Week	Topic/Outline	Hours	Learning Activities and Medias
			• Presentation program (PowerPoint/VDO clip) • Peer evaluation • Q & A • Group presentation evaluation
15	**FINAL EXAMINATION**	3	• Paper based test
Total of Hours		**48**	

2. Learning Assessment Plan

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
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 morals and traditional values, beliefs and principles they claim to hold, (3) The ability to make business decisions according to moral concepts and judgments.	(1) Attendance criteria (2) Observation (3) Open-end questions	Throughout semester	(1) 10% (2) S/U (3) S/U
2. Knowledge (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.	(1) Mid-term examination (2) Final examination	(1) Week 4 (2) Week 8	(1) 20% (2) 30%

Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
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) Cooperative Activities (2) Group discussion	Throughout Semester	20%
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.	Cooperative learning	Throughout semester	S/U
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.	(1) Report paper and presentation (2) Group discussion	(1) Week 7 (2) Throughout semester	(1) 20% (2) S/U

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.

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 Interviewing students 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, interview, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assess 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		
Course Category: Business Major Course	● Major Responsibility							○ Minor Responsibility							
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IBB2303 **Course Title:** Business Negotiation Strategies	●	○	○	○	●	○	●	○	○	○	●	○	●	○	○