



**College of
Hospitality Industry Management**

TQF.5 Course Report

Course Code : IBB2303

Course Title : Business Negotiation Strategies

Credits : 3(3-0-6)

Semester /Academic Year : 3 / 2021

Students : Bachelor of Business Administration
Program in Digital International Business

Lecturer(s) : Ms. Nalin Simasathiansophon

College of Hospitality Industry Management
Suan Sunandha Rajabhat University

Course Report

Institution : Suan Sunandha Rajabhat University

Campus/Faculty/Department : College of Hospitality Industry Management

Section 1: General Information

1. Course Code and Title : IBB2303 Business Negotiation Strategies

2. Pre-requisite (if any) : None

3. Faculty Member(s) Teaching the Course and Sections

Ms.Nalin Simasathiansophon

Sections: 01

Room No. 411

4. Semester and Academic Year

Semester 3 Academic Year 2021

5. Venue

College of Hospitality Industry Management, Nakhon Pathom Campus

Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Topic 1 Understanding the nature of negotiation Topic 2 Negotiation tactics	6 hours	6 hours	-
Topic 3 Negotiation practices Topic 4 Management skills for negotiation	6 hours	6 hours	-
Topic 5 Negotiation environment Topic 6 The language of negotiation: Verbal and non-verbal negotiation	6 hours	6 hours	-
Topic 7 Listen and learn	3 hours	4 hours	An hour dominated for the midterm exam review
Topic 8 Advance negotiation tactics Topic 9 Cross-cultural negotiation	6 hours	6 hours	-
Topic 10 Conflict management Topic 11 Why negotiation fail	6 hours	6 hours	-
Topic 12 The ten commandments of negotiation	3 hours	3 hours	-

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
None	None	None

3. Effectiveness of the teaching methods specified in the Course Specification

Learning Outcomes	Teaching methods specified in the course specification	Effectiveness (Use ✓)		Problems of the teaching method(s) (if any) and suggestions
		Yes	No	
1. Morals and Ethics	(1) Attendance criteria (2) Observation (3) Open-end questions	✓	-	-
2. Knowledge	(1) Midterm examination (2) Final examination	✓	-	-
3. Cognitive Skills	(1) Cooperative Activities (2) Group discussion	✓	-	-
4. Interpersonal Skills and Responsibilities	Cooperative learning	✓	-	Students need to improve interpersonal communication skill. Thus, lecturer encouraged them to share information with the class.
5. Numerical Analysis, Communication and Information Technology Skills	(1) Report paper and presentation (2) Group discussion	✓	-	Students needed to practice ICT skills, especially Microsoft PowerPoint for presentation.

4. Suggestions for Improving Teaching Methods

Group activities and discussion should be applied to maximize students' analysis and creative skills.

Section 3 : Course Outcomes

1. Number of registered students : 9

2. Number of students at the end of semester : 9

3 Number of students who withdrew (W) : None

4. Grade distribution

Grade	No. of students	Percentage
A	1	11.11
A-	-	-
B+	1	11.11
B	4	44.44
B-	-	-
C+	-	-
C	1	11.11
C-	2	22.22
D+	-	-
D	-	-
D-	-	-
F	-	-
Incomplete (I)	-	-

5. Factors causing unusual distribution of grades (If any)

None

6. Discrepancies in the evaluation plan specified in the Course Specification

6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
None	None

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
None	None

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
1. Interview 2. Group discussion	1. Students like hands-on activities in the classroom.

3. Question & answer	2. Students were able to apply knowledge learnt in the classroom and transfer it to their friends by role-playing. 3. Students could use creative skill in developing story in group project, role-playing.
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Section 4 : Problems and Impacts

1. Teaching and learning resources

Teaching Problems: None	Impacts on students' learning : None
Learning Resources Problems: None	Impacts on students' learning : None

2. Administration and organization

Problems from administration None	Impacts on students' learning None
Problems from organization None	Impacts on students' learning None

Section 5 : Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

This course allows students to apply their knowledge learnt in the classroom with negotiation skills.

1.2 Faculty members' opinions on the comments in 1.1

Lecturer should use more active learning techniques to encourage students applying negotiation knowledge in the creative way.

2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

Students had a chance to practice their negotiation knowledge using role-playing.

2.2 Faculty members' opinions on the comments in 2.1

Using role-playing makes students understand concept easily.

Section 6 : Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester 2 Academic year 2021 - A plan to use active learning with students.	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.) - Students like hands-on activity because they can get the real negotiation knowledge from practicing it.
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2. Other improvements

None

3. Suggestions for improvement for Semester 1 Academic year 2022

Suggestions	Time Frame	Responsible person
A plan to invite guest speaker	Week 11	Aj.Nalin Simasathiansophon

4. Suggestions of faculty member(s) responsible for the course

None

Responsible Faculty Member/Coordinator: Aj.Nalin Simasathiansophon

Signature.....*Nalin*..... Submission Date 12 August 2022

Chairperson/Program Director:

Signature..... Receipt Date