

Commercial English Negotiation

- Credit numbers: 2
- Instructor : Philip Craigie
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- Course Objectives :

The students will have to study some commercial negotiation cases as the basic skills. The students will learn the business knowledge and commercial negotiation skills on real negotiation practice.

1. Introduce concepts and theories about negotiation and business
2. Develop an understanding of the nature, scope, conflict management and strategies of negotiation
3. Understand the importance of preparation negotiation and what information should be acquired

Syllabus :

Week	Date	Contents	Homework
1		Introduction, Expectations, Objectives and Information	
2		Preparing to negotiate	
3		Relationship building	
4		Establishing a procedure	
5		The proposal stage	
6		The proposal stage	
7		Questioning techniques	
8		Questioning techniques	
9		Midterm exam	
10		Exploring interests	
11		Exploring interests	
12		The bargaining zone	
13		The bargaining zone	
14		Powers of persuasion	
15		Powers of peersuasion	
16		Handling breakdowns	
17		Closing the deal	
18		Flexible learning week - Final exam	

- References: No References
- Grading:

Class attendance : 10%

Online Quizzes : 20%

Midterm exam and/or project : 25%

Final exam and/or project : 35%

Conscientious attitude : 10%