

Kurdistan Region



Government
Ministry of Higher
Education
and Scientific Research
Erbil Polytechnic University



Module (Course Syllabus) Catalogue

2023-2024

College/ Institute	Technical College of Management	
Department	International Marketing and languages	
Module Name	Negotiation Management	
Module Code	NEM802	
Degree	Bachelor	
Semester	8	
Qualification	Master	
Scientific Title	Assist Lecturer	
ECTS (Credits)	4	
Module type	Elective	
Weekly hours	v	
Weekly hours (Theory)	(1)hr Class	(108)Total hrs Workload

Weekly hours (Practical)	(2)hr Class	(108)Total hrs Workload
Number of Weeks	14	
Lecturer (Theory)		
E-Mail & Mobile NO.	07507893996	
Lecturer (Practical)		
E-Mail & Mobile NO.	Korazon.abdullah@epu.edu.iq	
Websites		

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Course Book

Course Description	<p>The aim of this course is to improve non-native English language speaker students. It belongs to study English in a specific purpose, which is business (in a marketing area). Therefore, it has a plan to apply English language according to marketing vocabularies in use, communication and critical thinking. Moreover, this course is a guider for students to make the link between English for marketing and marketing principles. It should enhance their academic studies and career predictions for the future, and their personal development.</p>
Course Objectives	<ol style="list-style-type: none"> 1-The objective in this course is to produce some marketers who can communicate by specific language which is marketing verbal. 2-Also, it will encourage students for starting their business through explain most of the essential principles of marketing, of course by international English marketing language. 3-develop the students' ability in four English language skills (speaking, reading, listening, and writing) according to English marketing area. 4-progress student individuality and team working skills which will help them for time management.

Student's Obligation	1- Respect teacher, friend and class environment. 2- Student must be aware about time management. Which include arranging time for class attendance and do all duty either at home or in class. 3- They should participate in the class, having new idea according to our topic, and never be shy to ask any academic question.
Required Learning Materials	1- Student book, (professional English in use marketing-Cambridge) 2- Certain lesson activity, (team group) 3- Authentic materials.
Evaluation	

Workload	Face to face	Home	Activity type	Description	Activity	
24	2	12	Face to face activity hours	Theory in Class	Course	1
24	2	12	Household activity hours	Preparation Theory	Course	2
12	1	12	Face to face activity hours	Tutorial	Course	3
6	0.5	12	Household activity hours	Tutorial preparation	Course	4
24	6	4	Household activity hours	Homework	Assignment	5
18	4	4	Household activity hours	Seminar	Assignment	6
24	6	4	Household activity hours	Project	Assignment	7
It's only in self degree			Face to face activity hours	Class Activity	Assignment	8
18	4	4	Household activity hours	Quiz	Assessment	9
1	1	1	Face to face activity hours	Mid Term Theory	Assessment	10
3	3	1	Household activity hours	Mid Term Theory Preparation	Assessment	11
2	2	1	Face to face activity hours	Final Theory	Assessment	12
6	6	1	Household activity hours	Final Theory Preparation	Assessment	13
			39	Face to face hours	3.25	Face to face hours /12 week
			118	Home hours	7.44	Home hours /16 week
			158	Total hours	9.88	Total hours /20 week
				Accepted	9.881081081081081	(ECTS Total hours / 27

Specific learning outcome:

At the end of this course, students will be able to:

- 1- Understanding of the correct usage in English language for marketing purpose according to four English language skills. (listening, speaking, reading and writing). And contrast them with general English language.
- 2- memorize English marketing vocabularies, also, developing in terms of fluency and comprehensibility.
- 3- Taking apart of oral presentation, writing business report and criticize on their performance (feedback).

<p>Course References :</p>	<p>http://englishonlineclub.com/pdf/Cambridge%20-%20Professional%20English%20in%20Use%20-%20Marketing%20[EnglishOnlineClub.com].pdf</p> <p>https://www.open.edu/openlearn/languages/english-language/business-english-making-decisions/content-section-1.1.1</p> <p>https://www.youtube.com/watch?v=a27-S1UMdY0</p>
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Course topics (Theory)	Week	Learning Outcome
What is the difference between leadership and manager? + Dealing with difficult people and problems + Quiz	1+2	It focuses on reading and speaking English skills. At the same time, it will improve class conversation about the essential materials of business.
Understand negotiation on a higher level + Discussing the types of negotiation+ What are the essential barriers for getting a successful negotiation	3+4	It is a complete chain with first week according to English skills but this week explains the customers' attractive for marketing mix 1.
Negotiation Ethics +Can better negotiation skills change your life? How? + Power in negotiation: The impact on negotiators and negotiation process + Seminar	4+5	Beside how to evaluate the business outcomes, also It emphasizes on listing and writing skills.
Med term Exam	6	It is formative assessment to evaluate students which include all previous topics.

Discover the strategies you need to “ get to Yes” with all your negotiation stakeholders + Quiz	7+8	This week belongs to a conversation class. It illustrates these steps which make your business more successful.
International negotiations and agenda setting: controlling the flow of the negotiation process. + Quiz	9+10	It is listing and speaking class. It encourages students to moral principles and ecofriendly when they do business.
The marketing environment (the micro and macro environment) + Quiz	11	It is a reading class. This week will make the imagine situation for developing the business map.
Final Exam	12	It is summative assessment to assess the students of the complete course.

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Questions Example Design

Q1- easy question:

- a- Define marketing mix 1.
- b- What is the meaning of the 4Ps.

Q2- short answer question:

- a- corporate social responsibility is influenced by some aspects of society according to economic, environmental and, social, explain them briefly.
- b- define the Micro and Macro environment, and **JUST COUNT** those factors which are affected on the Micro environment.

Q3- multiple choice question:

- a- is an idea that you can use effectively to manage resources, in order you can able to create some opportunities for improving your business.
 - Marketing strategy
 - Marketing plan
 - Marketing mix 2
 - Marketing mix 1

Extra notes:

I will ask my students to feel free for any new idea which belongs to teaching process. I support any modern and easier method that academically.

External Evaluator