Kurdistan Region





Erbil Polytechnic University

Module (Course Syllabus) Catalogue

2023-2024

College/ Institute	Technical College of Ma	nagement
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	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.
Course Objectives	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	 Respect teacher, friend and class environment. Student must be aware about time management. Which include arranging time for class attendance and do all duty either at home or in class. 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	

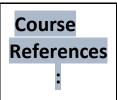
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Specific learning outcome:

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. (listing, 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).



http://englishonlineclub.com/pdf/Cambridge%20-

%20Professional%20English%20in%20Use%20-%20Marketing%20[EnglishOnlineClub.com].pdf

https://www.open.edu/openlearn/languages/english-language/businessenglish making-decisions/content-section-1.1.1

https://www.youtube.com/watch?v=a27-S1UMdY0

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.