

Course Title	Corporate Communication and Negotiation Skills				
Course Code	MBC640				
Course Type	Elective				
Level	Master (2 <sup>nd</sup> Cycle)				
Year / Semester	2 <sup>nd</sup> Year / 3 <sup>rd</sup> Semester				
Teacher's Name	TBA				
ECTS	10	Lectures / week	3 Hours / 14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>This course propagates the student's ability to succeed as an effective communicator and leader in an era of urgency and transparency. Translating ideas to implementable strategies takes written and spoken effort to persuade diverse audiences. Students will be encouraged to polish their writing skills with use of jargon, sentence structure, formal writing structure and report writing exercises. For verbal communication practice, students will be challenged with planned and impromptu presentations in team or individual basis. Students will evolve to become better listeners/readers, so as to deliver effective responses and suggestions, whilst becoming a better communicator. In addition to the communication skills, students will acquire negotiation and bargaining competencies.</p>				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Evaluate the audience in order to develop appropriate persuasion strategy</li> <li>• Demonstrate effective writing skills</li> <li>• Identify appropriate media to match the intent of communication</li> <li>• Construct the ability to give effective planned and impromptu presentations</li> <li>• Apply team player and team leader skills in different contexts</li> <li>• Create effective negotiation skills</li> </ul>				
Prerequisites	None	Co-requisites	None		
Course Content	<p>What is communication  Importance of communication (Verbal/Written)  Listening  Using Social Media</p>				

	<p>Business Etiquette</p> <p>Promotions for Small Businesses</p> <p>Verbal and Nonverbal communication</p> <p>Business Presentation Skills</p> <p>Importance of Negotiation</p> <p>Negotiation Skills</p> <p>Mediation</p> <p>Strategies and Techniques in Negotiations</p> <p>Relationship between Communication and Negotiation</p> <p>Negotiation in Corporate Strategies: Mergers and Acquisitions; Joint Ventures; Strategic Alliances, etc.</p>								
Teaching Methodology	Face-to-Face								
Bibliography	<p>Asherman, I., Asherman, S.,Eds. <i>The Negotiation Sourcebook (2nd ed.)</i>. Amherst, MA: Human Resource Development Press</p> <p>Beamer, L. and Varner, I.I. <i>Intercultural Communication in the Global Workplace</i>. New York, NY: McGraw-Hill/Irwin.</p> <p>Cohen, S.P., <i>Negotiating Skills for Managers</i>. (Briefcase Books Series.) The McGraw-Hill Companies.</p> <p>Janssen, D. and Neutelings, R. eds., <i>Reading and writing public documents: problems, solutions, and characteristics</i> (Vol. 1). John Benjamins Publishing.</p> <p>Locker, K.O. and Kienzler, D.S., <i>Business and administrative communication</i>. McGraw-Hill Education.</p> <p>Mead, R., <i>Cross-Cultural Management Communication</i>. New York: Wiley.</p>								
Assessment	<table border="1"> <tr> <td>Examinations</td> <td>60%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td>Assignments</td> <td>30%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Examinations	60%	Class Participation and Attendance	10%	Assignments	30%		100%
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Language	English								