

**DEPARTMENT OF MONEY AND BANKING
COLLEGE OF COMMERCE
NATIONAL CHENGCHI UNIVERSITY**

2014 Spring 金融系 Syllabus 國際商務英文談判與哈佛個案研討

**INTERNATIONAL BUSINESS NEGOTIATION IN
PROFESSIONAL ENGLISH –
HARVARD BUSINESS CASE STUDY**

Instructor: 劉宛滄 Grace Liu
Office: Department of Money and Banking, 7th Fl.,
College of Commerce Bldg.
E-mail: graceliu.university@gmail.com

Class Hours: Monday: 17:00~19:00
Office Hours: Monday: 16:00 – 17:00 / 19:00 ~20:00
and by appointment.

Course Objectives and Description:

In an era of internationalization and fast advancement of the world, we, as premier educators in a fine university, play one of the key drivers in cultivating our young students with loving hearts and humble attitude, solid knowledge foundation, creative thinking and adequate confidence. All the wonderful qualities are essential to develop our future leaders for the country. Therefore, the purpose of this course is to prepare senior students for future career and to develop advanced capabilities in international communication and managerial decision making in a multi-culture, full-English interactive environment. Harvard

Business Cases are applied as the primary materials to develop students' integrative and organizational abilities with learnt business disciplines in first 3-year of university training. Participants will personally experience the whole process of evolving growth through the journey of multi-dimensional cultivation.

Grading Policy:

Participation:	30%
Weekly Assignments:	20%
Midterm Project:	25%
Final Exam:	25%
Creativity & Diligence:	10%

Study Materials:

🎵 **Harvard Business Cases with selected topics of business negotiations, management, marketing, strategic making.**

9-910-043,	Bill Nichol Negotiates with Walmart: Hard Bargains over Soft Goods (1)
9-910-044	Bill Nichol Negotiates with Walmart: Hard Bargains over Soft Goods (2)
9-909-055,	Symbian, Google & Apple in the Mobile Space (1)
9-909-056	Symbian, Google & Apple in the Mobile Space (2)
9-908-064,	Name Your Price: Compensation Negotiation at Whole Health Management(1)
9-908-065,	Name Your Price: Compensation Negotiation at Whole

	Health Management(2)
9-908-066	Name Your Price: Compensation Negotiation at Whole Health Management(3)
9-904-018 ,	The Medical Technology Industry and Japan (1)
5-905-001,	The Medical Technology Industry and Japan (2)
<u>9-904-019</u>	The Medical Technology Industry and Japan (S)

CLASS SCHEDULE

Week	Harvard Business Case Study - Simulation & Assignments
1	Class Orientation
2	[9-910-043, 9-910-044] Bill Nichol Negotiates with Walmart: Hard Bargains over Soft Goods
3	[9-910-043, 9-910-044] Bill Nichol Negotiates with Walmart: Hard Bargains over Soft Goods
4	[9-910-043, 9-910-044] Bill Nichol Negotiates with Walmart: Hard Bargains over Soft Goods
5	Midterm Presentation (1)
6	[9-909-055, 9-909-056] Symbian, Google & Apple in the Mobile Space
7	[9-909-055, 9-909-056] Symbian, Google & Apple in the Mobile Space
8	[9-909-055, 9-909-056] Symbian, Google & Apple in the Mobile Space

9	Midterm Presentation (2)
10	[9-908-064, 9-908-065, 9-908-066] Name Your Price: Compensation Negotiation at Whole Health Management
11	[9-908-064, 9-908-065, 9-908-066] Name Your Price: Compensation Negotiation at Whole Health Management
12	[9-908-064, 9-908-065, 9-908-066] Name Your Price: Compensation Negotiation at Whole Health Management
13	Career Searching Interview and Simulation
14	[9-904-018 , 5-905-001, <u>9-904-019</u>] The Medical Technology Industry and Japan
15	[9-904-018 , 5-905-001, <u>9-904-019</u>] The Medical Technology Industry and Japan
16	Final Project Report