

## Tamkang University Academic Year 108, 1st Semester Course Syllabus

|  |   |            |   |
|--|---|------------|---|
| Course Title   | COMMUNICATIONS AND NEGOTIATIONS   | Instructor | CHENG-HAO PAO                                     |
| Course Class   | TLQXM2A<br>MASTER'S PROGRAM IN BUSINESS AND<br>MANAGEMENT (ENGLISH-TAUGHT PROGRAM),<br>2A   | Details    | ◆ General Course<br>◆ Selective<br>◆ One Semester |
| D e p a r t m e n t a l   A i m   o f   E d u c a t i o n  |   |            |   |
| I . Develop a business and management perspective for students.<br>II. Train the professionals in the integrated fields of business and management.<br>III. Cultivate the talents with both theory and practices in business and management. |   |            |   |
| Subject Schoolwide essential virtues   |   |            |   |
| 2. Information literacy. (ratio:20.00)<br>3. A vision for the future. (ratio:40.00)<br>5. Independent thinking. (ratio:40.00)  |   |            |   |
| Course Introduction  | This course is going to introduce basic ideas about political communication and negotiation in human resource management. Students must read the assigned documents and then present their reflections in class. The course is taught in English. |            |   |
|  |   |            |   |

**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

| No. | Teaching Objectives  | objective methods |
|-----|--|-------------------|
| 1   | Making students to know the basic ideas of political communication and negotiation in human resource management. | Cognitive         |

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

| No. | Core Competences | Essential Virtues | Teaching Methods    | Assessment   |
|-----|------------------|-------------------|---------------------|--|
| 1   | ABD              | 35                | Lecture, Discussion | Discussion(including classroom and online), Report(including oral and written), Activity Participation |

**Course Schedule**

| Week | Date                  | Course Contents   | Note                |
|------|-----------------------|---|---------------------|
| 1    | 108/09/09 ~ 108/09/15 | Course Introduction                                       |                     |
| 2    | 108/09/16 ~ 108/09/22 | Politics in the age of mediation                          | McNair. pp. 3-14    |
| 3    | 108/09/23 ~ 108/09/29 | Politics, democracy, and the media                        | McNair. pp.15-26    |
| 4    | 108/09/30 ~ 108/10/06 | The effects of political communication                    | McNair. pp.27-42    |
| 5    | 108/10/07 ~ 108/10/13 | Party political communication: advertising                | McNair. pp. 85-117  |
| 6    | 108/10/14 ~ 108/10/20 | Party political communication: political public relations | McNair. pp. 118-150 |
| 7    | 108/10/21 ~ 108/10/27 | Party political communication: political public relations | McNair. pp.118-150  |
| 8    | 108/10/28 ~ 108/11/03 | Negotiation and the HR Professional                       | HR. pp.1-22         |
| 9    | 108/11/04 ~ 108/11/10 | Types of Negotiation                                      | HR. pp.47-60        |
| 10   | 108/11/11 ~ 108/11/17 | The Importance of Relationships                           | HR. pp.63-74        |
| 11   | 108/11/18 ~ 108/11/24 | Four Key Concepts   | HR. pp.75-92        |

|                                  |                          |  |                 |
|----------------------------------|--------------------------|--|-----------------|
| 12                               | 108/11/25 ~<br>108/12/01 | Preparing for a Negotiation  | HR. pp.95-116   |
| 13                               | 108/12/02 ~<br>108/12/08 | Negotiation Strategies   | HR. pp.119-148  |
| 14                               | 108/12/09 ~<br>108/12/15 | Frequently Asked Tactical Questions  | HR. pp.151-161  |
| 15                               | 108/12/16 ~<br>108/12/22 | Mainpulative Negotiation Ploys   | HR. pp. 163-172 |
| 16                               | 108/12/23 ~<br>108/12/29 | Barriers to Agreement  | HR. pp.175-189  |
| 17                               | 108/12/30 ~<br>109/01/05 | Mental Errors  | HR. 193-204.    |
| 18                               | 109/01/06 ~<br>109/01/12 | Final speech: negotiations with job seekers and employees  |                 |
| Requirement                      |                          |  |                 |
| Teaching Facility                |                          | Computer   |                 |
| Textbooks and Teaching Materials |                          | Society for HR Management. 2005. The Essentials of Negotiation. Boston: Harvard Business School Press<br>McNair, Brian. 2005. "An Introduction to Political Communication" . London: Routledge.  |                 |
| References                       |                          |  |                 |
| Number of Assignment(s)          |                          | 1 (Filled in by assignment instructor only)  |                 |
| Grading Policy                   |                          | ◆ Attendance : 30.0 %    ◆ Mark of Usual : 30.0 %    ◆ Midterm Exam : %<br>◆ Final Exam : %<br>◆ Other <project report> : 40.0 %   |                 |
| Note                             |                          | This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> .<br><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b> |                 |