



Course Syllabus

Fall 2022

CMKL 56-668: Business Communication

(This course is equivalent to three competencies; Inclusive Leadership, Persuasive and Leadership Communication, and Negotiation)

Instructor: Mr. Sorakrit Phruthanontachai

Email Address: sorakrit@cmkl.ac.th

Class Hours: Saturday 10 am - 11.30 pm

Office Hour: 9.30 am - 10 am / 11.30 am - 12 pm

Location: CMKL University, Room 607 or 609 (TBC.)

Course Management Assistant:

Thitinun Thamnu

Email Address:

thitinun@cmkl.ac.th

Office Location:

CMKL 607 room

Course Description

Strategically communicating and negotiating are distinct skills for an effective leader

In the unprecedented era of technology disruption, we need leaders who communicate to shareholders, employees, and customers more effectively and strategically to reach the ultimate firm objective both short and long term.

Course Objectives

- Think strategically about communication and negotiation with shared value.
- Sharpen your oral presentation, interpersonal communication, and negotiation skills as a leader.
- Recognize your communication style and build upon it.
- We will look at a range of case studies as an example to practice and use as guidelines from both research and experience
- Given the opportunity to develop and practice your abilities and provide you with feedback to help you strengthen them.

Course Topics & Approximate Schedule

Date		Topics	Descriptions
Sep	3	Introduction to Strategic Leadership Communication and Negotiation	Students take away with why the course matter for their career either within the corporates or their startup ventures
Sep	10	Introduction to Inclusive Leadership	In the age of disruption, innovation is a critical competitive advantage. Research shows that Inclusive leadership is emerging as a unique and essential capability helping organizations adapt to diverse customers, markets, ideas, and talent to develop the innovative organization better. Students will finish this class with the fundamentals of leading and communicating with various teams more effectively.
Sep	17	Persuasive Communication	Students will learn how to communicate strategically, build persuasive message structure and increase their ability to motivate and influence the audience to action.
Sep	24	Communicating with Data	Data is now the essence of everything. It is the skill that students should have when communicating persuasively. Data can be essential to convey a message that is easy to understand as its powerful visualization.
Oct	1	Communicating Persuasively by Listening and through giving and receiving feedback	Examine best practices for active and reflective listening. Also, examine the best practices for giving and receiving feedback so the feedback is valuable.
Oct	8	Communicating Persuasively with Presentations	There will be times in life when you need to give presentations for your projects, raise funds from venture capital, and many other opportunities. In this class, we will

			take the theory from previous courses and learn the keys to effective and persuasive presentation.
Oct	15	Core Negotiation Strategy	Principles, Strategy, and Tactics for effective negotiation, including distributive bargaining and value claiming. Students also learn the principles of influence and bargaining practice.
Oct	22	Mid-term Assignment Submission and Presentation	Students must submit the mid-term written assignments by Oct 21, 2022, 11:59 pm. In the class, each team/individual will give the presentation of the mid-term assignment for 5 mins and 2 mins for Q&A.
Oct	29	Psychology of Negotiation	We will distill theory into the practical tools you will need to avoid these costly mistakes and to recognize and leverage mistakes when they are made by the other
Nov	5	Negotiation Game Simulation	Students can review the negotiation case and play a role in the class. On Nov 6, there will be a brief preparation for the negotiation case.
Nov	12	Investigative Negotiation	Students will learn the approach to information gathering that we call "investigative negotiation." The principles and strategies of investigative negotiation will help you discover and leverage the interests, priorities, needs, and constraints of the other party—even when that party is reluctant or unwilling to share this information.

Nov	19	Negotiation Game Simulation	Students will be able to review the negotiation case and make the role play in the class. On Nov 19, there will be a brief preparation for the negotiation case.
Nov	26	Putting it all together	As we learned, we will pull all together, aiming to be the future leader who can communicate strategically and effectively while delivering persuasive and systematic negotiation.
Dec	3	Office Hours	Office Hour by Appointment for final project consultation
Dec	10	Last day of class/Final Project Presentation.	Students must submit the mid-term written assignments by Dec 9, 2022, 11:59 pm. In the class, each team/individual will give the presentation of the final project assignment for 10 mins and 3 mins for Q&A.

Course Material

There are no required textbooks, as students will learn the compilation of all theories with examples and case studies. However, the list of books below should expand and reinforce your knowledge and ability to absorb the contents. Please feel free to select some of these lists at your preference.

Suggested Textbooks

- Leadership
 - The Leadership Challenge Sixth Edition: How to Make Extraordinary Things Happen in Organizations Part of J-B Leadership Challenge: Kouzes/Posner
 - X-teams: How to Build Teams That Lead, Innovate and Succeed by Deborah Ancona and Henrik Bresman | Jun 26, 2007
 - Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World by Marco Iansiti, Karim R. Lakhani, et al.
 - HBR's 10 Must Read on Leadership (with featured article "What Makes an Effective Executive," by Peter F. Drucker)
- Strategic Communication
 - Guide to Managerial Communication
 - by Mary Munter and Lynn Hamilton | Jan 8, 2013
 - HBR's 10 Must Reads on Communication (with featured article "The



Necessary Art of Persuasion," by Jay A. Conger)

- Negotiation
 - Negotiation Genius: How to Overcome Obstacles and Achieve Brilliant Results at the Bargaining Table and Beyond
 - HBR Guide to Negotiating Ebook + Tools + Video
 - HBR's 10 Must Reads on Negotiation: HBR's 10 Must Reads Series

Course Canvas:

To access the course canvas, go to the login page at: <https://cmkl.instructure.com/>. You should check the course canvas daily for announcements and handouts.

Course Discussions:

In the class, there will be not only lecture-based but also interactive class discussions and also questions being asked during the course. Students should prepare to discuss and express their own opinions without worrying about whether it is right or wrong. It is contributed to the class participation score.

Grading Policy

<u>CMKL Grading Scheme</u>		
<u>Name:</u>		<u>Range:</u>
<u>A</u>	<u>< 94%</u>	<u>to 89%</u>
<u>B+</u>	<u>< 89%</u>	<u>to 86%</u>
<u>B</u>	<u>< 86%</u>	<u>to 84%</u>
<u>B-</u>	<u>< 84%</u>	<u>to 80%</u>
<u>C+</u>	<u>< 80%</u>	<u>to 77%</u>
<u>C</u>	<u>< 77%</u>	<u>to 74%</u>
<u>C-</u>	<u>< 74%</u>	<u>to 70%</u>



<u>D+</u>	<u>< 70%</u>	<u>to 67%</u>
<u>D</u>	<u>< 67%</u>	<u>to 64%</u>
<u>D-</u>	<u>< 64%</u>	<u>to 61%</u>
<u>F</u>	<u>< 61%</u>	<u>to 0%</u>

Participation	30%
Assignments & Quizzes	20%
Midterm Assignment	20%
Final Project	30%

Academic Integrity Policy

Students should make choices that reflect integrity and responsible behavior. When using other people's ideas, providing credit to people is required. Failure to provide such acknowledgment is considered plagiarism.