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**Day 1, Part I
Mgnt102 2025**



Well done everyone!

**Day 1, Part II
Mgnt102 Presentaton
2025**



**Day II, Part I of
Mgnt102 presentation
2025**



Well done

**Day II, Part II
T 1 & 3, 2025
Mgnt102**



Well done!

**Day III, Part I 2025
Mgnt102
Presentations**



Well done!

**Day III, Part II 2025
Mgnt102 Team**



Well done!

Best Dressed

**Mgnt102
T2 2025 Team China**



**Mgnt102
T2 2025 Team S. Korea**



**Mgnt102
T2 2025 Team France**



**T1&3 2025
Team Dubai**



**T 1 & 3, 2025 Mgnt102
Team Thailand**



**T 1 & 3, 2025 Mgnt102
Team Italy**



**T 1 & 3, 2025 Mgnt102
Team France**



**T 1 & 3, 2025 Mgnt102
Team China**



T 1 & 3, 2025 Mgnt102 Team Vietnam

- Polite: "Tôi xin lỗi" - I am Sorry
- Formal: "Xin hãy tha thứ cho tôi"
- Casual: "Xin lỗi" - Sorry

Role-Play

Class
Role-Play/Demo

Mgnt102 T2 2025 Team Italy

**Team Dubai's
demonstration**



Mgnt102 T2 2025 Team S.Korea

1. NEVER pour your own drink
2. Use both hands to pour a drink for others, or a drink offered to you
3. Turn your head away and cover your mouth when drinking
4. Pour a drink for others by keeping the bottle





Thank you everyone
for your hard work and efforts!



Very impressive presentations
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MGNT102
Business Communication
Summary & Exam briefing

MGNT102 Exams, S1 2025

3 September, 10am – 12pm

Total 2hrs

40%

Physical in SIM Campus

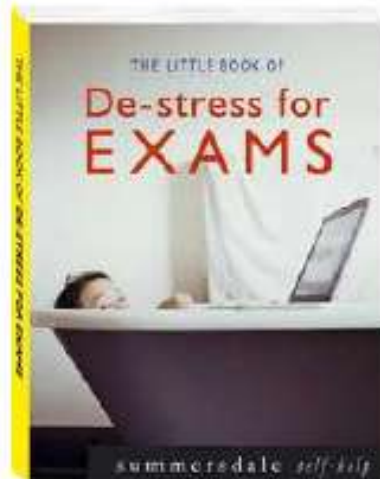
It is recommended that you spend **20mins** to complete section A then the remaining **1hr 40mins** to complete section B.

2B Pencil for Section A

Blue Pen for Section B

Exam Preparation:

- Section A (20 Marks):
 - Multiple Choice
 - 20 questions (20marks)
 - Only ONE answer is correct
- Section B (80 Marks):
 - One Case Study
 - 4 questions (20marks each)
 - About 400 words/one A4 page estimated for each answer
 - NO need to count the words written, it's ok to write longer



- Let's take a look at some common misconceptions

Negotiation styles

Sally vs Sam

Sally would like to watch a movie with Sam, but Sam would rather take a nap at home.

Style	Example	Outcome	A vs B	Context	
1. Avoiding	Not wanting to continue with the situation or conversation.	Lose-Lose	I lose, you lose	Resulted in Sally not watching movie with Sam and Sam not able to nap well after the quarrel.	Sam accused Sally got not being understanding as he just booked out from his camp.
2. Accommodating	Give in to situation and lose something.	Lose-Win	I lose, you win	Resulting in Sally not watching the movie and Sam taking a nap.	Sally gave in to find her own activities and let Sam nap
3. Collaborating	Both achieved ultimate objective of what they wanted.	Win-win	I win, you win	Resulting in both Sally watching movie with Sam, and Sam able to nap.	Sam agreed to bring Sally out for movie and dinner at night. He purchased movie tickets at night and took a nap.
4. Competing	Only A got what she/he wanted.	Win-lose	I win, you lose	Resulting in Sally watching movie with Sam, and Sam not taking a nap.	Sam gave in to Sally. Sally got to watch movie with Sam and Sam did not nap.
5. Compromising	Either A/B gave in to gain some.	? Could result either of the above	I win some you win some I lose some you lose some	Resulting in Sally not watching movie and Sam taking a nap. Or Resulting in Sally watching movie with Sam and Sam not taking a nap.	Sam told Sally that he is really tired and would like to take a nap, he promised that he would watch movie with Sally next time. Sally said ok.

Sally vs Sam

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Must write:
Who Win –
Who lose

Sally vs Sam

Sally would like to watch a movie with Sam, but Sam would rather take a nap at home.

Style	Example	Outcome	A vs B	Context	
1. Avoiding	Not wanting to continue with the situation or conversation.	Lose-Lose	I lose, you lose	Resulted in Sally not watching movie with Sam and Sam not able to nap well after the quarrel.	Sam accused Sally got not being understanding as he just booked out from his camp.
2. Accommodating	Give in to situation and lose something.	Lose-Win	I lose, you win	<p>NOTE: When answering question dealing with negotiation, remember to state clearly in your answer who lost who win.</p> <p>For example:</p> <p>The negotiation style demonstrated here is accommodating. Sally Lose and Sam Won. Sally gave in to this situation and she did not get what she wants (watch movie). Hence, Sally lose. Sam did not give in to Sally and took a nap instead. Sam won in this situation.</p>	
3. Collaborating	Both achieved ultimate objective of what they wanted.	Win-win	I win, you win		
4. Competing	Only A got what she/he wanted.	Win-lose	I win, you lose		
5. Compromising	Either A/B gave in to gain some.	? Could result either of the above	I win some you win some I lose some you lose some		

Intercultural Communication

Table 1. High/Low context by culture (Hall & Hall, 1990).

	High Context Cultures	<div data-bbox="1625 339 1676 486">{</div> <div data-bbox="1691 358 1933 655">Asian countries:<ul style="list-style-type: none">• S. Korea• China/HK/TW• Malaysia• India• Indonesia• Thailand• Singapore</div>
	<div data-bbox="1174 715 1373 775">England</div> <div data-bbox="1192 782 1355 833">France</div> <div data-bbox="1098 851 1449 902">North America</div> <div data-bbox="991 915 1556 966">Scandinavian Countries</div> <div data-bbox="937 979 1607 1031">German-Speaking Countries</div> <div data-bbox="1003 1051 1541 1108">Low Context Cultures</div>	<div data-bbox="1640 748 1933 776">Western countries e.g.</div> <div data-bbox="1640 786 1852 965"><ul style="list-style-type: none">• Canada• Australia• Denmark• Switzerland• Netherland</div>

Cultural

Edward Hall (1976) identified the concepts of 'High Context' and 'Low Context' to classify differences in communication styles in cultures.

	High context	Low context
Identification	Group	Individual
Sensory involvement	High (low personal space needs, high-contact touch behaviour)	Low (high personal space needs, low-contact touch behaviour)
Messages	Implicit: embedded in social context: ritual, personal relationships, personal word as guarantee	Explicit: words carry most information (emphasis on legal documents etc.)
Time sense/chronicity	Polychronic: multiple times. Time is circular. Events proceed at their own pace. Multiple events occur simultaneously (e.g. different people in room working on different tasks)	Monochronic. One time only. Time is linear. Events happen sequentially. Punctuality, scheduling, planning very important

Cultural

Edward Hall (1976) identified the concepts of 'High Context' and 'Low Context' cultures, highlighting differences in communication styles in cultures.

	High context
Identification	Group
Sensory involvement	High (low personal space needs, high-contact touch behaviour)
Messages	Implicit: embedded in social context: ritual, personal relationships, personal word as guarantee
Time sense/chronicity	Polychronic: multiple times. Time is circular. Events proceed at their own pace. Multiple events occur simultaneously (e.g. different people in room working on different tasks)

More nonverbal cues showed (body language, dressing etc see Lect 3 aspect of non-verbal com), more indirect verbal interaction – Proficient in reading nonverbal cues

May appear as loud/aggressive

Value collectivism, low personal space need

Communication is simple, and sometimes ambiguous (need to understand their body language and non-verbal aspects too, not just purely on what is said)

Talk around the point, avoid saying no (face-saving), whispering to each other in a group

Value personal relationships, personal word as guarantees rather than documents

Polychronic time sense, might not plan ahead of time/future, spontaneous

Cultural

Edward Hall (1976) identified the concepts of 'High Context' and 'Low Context' to classify differences in communication styles in cultures.

		Low context
Identification	Tend to understand meaning at one level only	Individual
Sensory involvement	Lesser nonverbal cues, showed less proficiency in reading nonverbal cues	Low (high personal space needs, low-contact touch behaviour)
Messages	Value individualism and personal space Communication in highly structured messages provides details, stresses the literal meaning	Explicit: words carry most information (emphasis on legal documents etc.)
Time sense/chronology	Emphasis on legal documents, email, documents, letters, confirmation etc Monochronic time sense: must plan ahead of time, must plan for future timing	Monochronic. One time only. Time is linear. Events happen sequentially. Punctuality, scheduling, planning very important

Another common mistake:

- Akira (Japanese) is the wife of Mr Johnson (German), she prefers writing instructions for her employee rather than speaking directly. When speaking she demonstrated very few non-verbal cues and prefers her friends to make an appointment in advance for social gathering.
- Question:
- Is Akira demonstrating a High or Low context?

- Wrong Answer: Japan is a High-context culture, Akira is Japanese, so she belongs to a high-context culture.

- Correct Answer:

Japan belongs to a high-context culture. However, Akira demonstrated low-context behaviour. This is evident as she relied on a few nonverbal cues and instead used structured and direct communication. She preferred to provide details explicitly and stressed the literal meaning of her words.

In addition, Akira preferred writing down instructions rather than giving them verbally, which is typical of low-context cultures where emphasis is placed on written forms of communication such as legal documents, emails, and letters. She also preferred to make appointments in advance for social gatherings, reflecting a monochronic time orientation, where planning ahead and adhering to schedules are valued.

Thus, Akira demonstrated several low-context behaviours: limited use of nonverbal cues, preference for written communication, and a monochronic sense of time.

- If the question asked to suggest a possible reason -> due to acculturation
 - interracial marriage/overseas assignment etc...

PEEL method

- Can use PEEL method to help you answer your question.
- PEEL stands for **P**oint, **E**vidence (s), **E**xplanation, **L**ink
- **P** Japan belongs to High context culture. **However**, Akira demonstrated Low context behaviours.
- This is because **E**1) She shown few nonverbal (**E** her Communication is structured and direct, she prefers to provide details, and stress literal meaning) **E** 2) She prefers writing down instructions than speaking verbally (**E** a person with low-context culture, emphasise on legal document, email, documents, letters etc..) **E** 3) She prefers making appointment in advance for social gathering, **this shows that** she has mono chronic time sense (**E** she must plan ahead of time and future meetings).
- **L** She demonstrated low context behaviours of few nonverbal cues, prefer writing instructions, and mono chronic time sense

4 pieces of evidence from the above answer

- **Structured and direct communication**

- *Evidence:* “Her communication was structured and direct, relying on explicit details and stressing literal meanings rather than nonverbal cues.”
- This shows she does not rely on implied meaning or nonverbal signals, which is typical in high-context cultures.

- **Preference for written communication**

- *Evidence:* “She preferred written communication such as documents, emails, and instructions instead of verbal exchanges.”
- Low-context cultures emphasise clear written records (e.g., contracts, documents), while high-context cultures rely more on oral agreements and shared understanding.

- **Scheduling appointments in advance**

- *Evidence:* “Her habit of scheduling appointments in advance reflects a monochronic time orientation.”
- This demonstrates planning and punctuality, typical of low-context/monochronic cultures, instead of flexibility in scheduling.

- **Strict time management (monochronic orientation)**

- *Evidence:* “Tasks and social events are carefully planned.”
- This reinforces her approach to time as linear and structured, contrasting with the more polychronic tendencies often associated with high-context cultures.

Note:

A person living in a high context culture country could demonstrate low context behaviour too, this is due to several reasons such as:

- Globalisation – Exchange of communication across the world, such as studying and working overseas
- Acculturation – cultural modification due to adaption to one's culture
- Interracial Marriages – leading to enculturation and purposefully learning the culture

The reverse could also be observed too

Another misconception

Negotiation styles and Bargaining approaches are **not** the SAME

Bargaining approach

Distributive bargaining (positional bargaining)

Position based negotiations

- Concede as little as possible
- Gain as much as they can
- Adopt a zero-sum outcome approach
- Trade off between relationships and position
 - The issue and the relationship are not separated
- Use a position-based approach

Bargaining approach

Integrative bargaining (principled bargaining)

Interest based negotiation

- Adopt a win-win outcome approach
- Try to move from a positions-based approach to an interests-based approach

- Exam practice questions on Moodle