

## Course Syllabus

1. **Course Name: Negotiation in Garment Business**      **Course Code: IGTN424251**
2. **Credit Units: 2 (2/0/4)** (2 units of theory, 0 unit of practice, 4 units of self-study)  
 Duration: 15 weeks (15 hours of theory + 0 hours of practice, 60 hours of self-study per week)
3. **Course Instructors**  
**Pham Thi Ha, M.B.A**
4. **Course Requirements**  
 Previous courses: Merchandising in apparel, Psychology for business  
 Prerequisite courses: Marketing for garment,

### 5. Course Descriptions

This course provides the knowledge and skills necessary for international apparel business to help students better understand the environment and the trend of internationalizing garment manufacturing and trading activities. Applying cultural differences, commercial and political-legal practices. Thinking about global strategic planning in production, human resource management, marketing and international monetary finance in accordance with the garment business environment. Next, the course provides students with basic arguments about negotiation, knowledge of developing negotiating skills in international business and knowledge of specific culture of popular partners in garment business in Vietnam today.

### 6. Course Goals

Goals	Goal descriptions	ELOs	Scale
G1	Solving the arising problems in communication practice, negotiation and marketing of garment industry.	ELO-03	4
G3	Communication for specialized documents in English in the field of communication and negotiation.	ELO-09	5
G4	Communication, negotiation and marketing skills in garment business.	ELO-13	5

### 7. Course Learning Outcomes (CLOs)

CLOs	CLO Descriptions	ELOs	Scale
G1 CLO1	Analyze and solve arising problems in communication practice, negotiation and marketing of garment industry.	ELO-03	4
G3 CLO2	Select skills to lead the group and work effectively with specialized English documents in communication and negotiation	ELO-09	5
G4 CLO3	Evaluate business communication culture inside as well as outside the enterprise.	ELO-13	5

### 8. Learning Ethics:

Students must do homework by themselves. If plagiarism is found students will get zero point.

### 9. Course Content:

Week	Contents	CLOs	Scale
1	<b>Chapter I: Introducing the subject</b>		
	<b>A/ Content and pedagogical methods in class: (2)</b>	<b>CLO1</b>	4
	<b>Content</b>	<b>CLO2</b>	5
	+ The necessity of the subject. The purpose of the subject. Research scope. Research Methods. Structure of the subject;	<b>CLO3</b>	5
	+ General introduction about negotiations in international apparel business: Concept, characteristics, basic principles and some typical mistakes.		
	<b>B/ Self-study contents: (4)</b>	<b>CLO1</b>	4
	<b>Students preview the National Culture / Organizational Culture lesson.</b>	<b>CLO2</b>	5
		<b>CLO3</b>	5

	<b>Chapter II: Influence of national culture, organizational culture and individual personality to negotiate</b>		
	<b>A/ Content and pedagogical methods in class: (2)</b>	<b>CLO1</b>	4
	<b>Content</b>	<b>CLO2</b>	5
2	Ethnic culture, organizational culture and personal character. The relationship between these three factors. Influence of cultural factors to negotiate in international garment business. The meaning of studying these 3 factors.	<b>CLO3</b>	5
	<b>B/ Self-study contents: (4)</b>	<b>CLO1</b>	4
	<b>Problem 1:</b> Distinguish Eastern Culture & Western Culture	<b>CLO2</b>	5
		<b>CLO3</b>	5
	<b>Chapter III: Models of negotiations in international apparel business</b>		
	<b>A/ Content and pedagogical methods in class: (2)</b>	<b>CLO1</b>	4
	<b>Content</b>	<b>CLO2</b>	5
3	<b>Types of negotiations. Methods of negotiation.</b>	<b>CLO3</b>	5
	<b>B/ Self-study contents: (4)</b>	<b>CLO1</b>	4
	+ Find out what to prepare before each negotiation	<b>CLO2</b>	5
		<b>CLO3</b>	5
	<b>Chapter 4: Prepare content and negotiation process in international garment business</b>		
	<b>A/ Content and pedagogical methods in class: (2)</b>	<b>CLO1</b>	4
	<b>Content</b>	<b>CLO2</b>	5
4	<b>Prepare content. Stages in preparation and functional stages. Staffing. Contact phase. Negotiation stage. The stage ends.</b>	<b>CLO3</b>	5
	<b>B/ Self-study contents: (4)</b>	<b>CLO1</b>	4
	<b>Problem 2:</b> List the contents of negotiating each order phase in the garment industry?	<b>CLO2</b>	5
		<b>CLO3</b>	5
	<b>Chapter 5: Techniques for negotiating outsourcing contracts</b>		
	<b>A/ Content and pedagogical methods in class: (2)</b>	<b>CLO1</b>	4
	<b>Content</b>	<b>CLO2</b>	5
5	+ Ôn tập/lược lại những đặc điểm chính của đơn hàng may gia công; + Kỹ thuật đàm phán hợp đồng may gia công. + Những kinh nghiệm/lưu ý trong đàm phán hợp đồng may gia công.	<b>CLO3</b>	5
	<b>B/ Self-study contents: (4)</b>	<b>CLO1</b>	4
	+ Point out the main contents to be noted in the processing contract.	<b>CLO2</b>	5
	+ Review key features of FOB orders	<b>CLO3</b>	5
	<b>Chapter 6: Technical negotiation of FOB export contracts</b>		
	<b>A/ Content and pedagogical methods in class: (2)</b>	<b>CLO1</b>	4
	<b>Content</b>	<b>CLO2</b>	5
6	Review / re-evaluate the main features of FOB orders; Technical negotiation on sewing contract for FOB. Experiences / notes in negotiating FOB garment contracts.	<b>CLO3</b>	5
	<b>B/ Self-study contents: (4)</b>	<b>CLO1</b>	4
	<b>Problem 3:</b> The drama group played about 10 minutes about the situation of communicating with customers about FOB orders.	<b>CLO2</b>	5
		<b>CLO3</b>	5
	<b>Chapter 7: Techniques for negotiating contracts to import raw materials and accessories</b>		
	<b>A/ Content and pedagogical methods in class: (2)</b>	<b>CLO1</b>	4
	<b>Content</b>	<b>CLO2</b>	5
7	Review / re-evaluate the main characteristics of the import of raw materials (supplier);	<b>CLO3</b>	5

	<input type="checkbox"/> Techniques for negotiating import contracts with supplier <input type="checkbox"/> Experiences / notes in negotiating with supplier for import contracts.		
	<b>B/ Self-study contents: (4)</b> <b>Problem 4:</b> The group played about 10 minutes about the situation of communicating with supplier about raw materials	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5
	<b>Chapter 8: Technical negotiation of cooperation project contracts</b>		
	<b>A/ Content and pedagogical methods in class: (2)</b> <b>Content</b> Ways to start a story or a conversation, how to develop a story, express attitude, deal with disagreements. Some dark topics in communication. How to end. <input type="checkbox"/> How to receive phone calls in business, how to answer the phone. Notes at the end of the call. Handle exchange-related situations by phone.	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5
8	<b>B/ Self-study contents: (4)</b> <b>Problem 5:</b> Students prepare a negotiation exercise. Groups draw lots to identify pairs of "partners". Lecturers assign scripts and requests to each negotiating delegation	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5
	<b>Chapter 9: Negotiating garment business with US partners</b>		
	<b>A/ Content and pedagogical methods in class: (2)</b> <b>Content</b> Cultural and business characteristics of American businessmen; <input type="checkbox"/> Experiences / considerations in negotiating contracts with US partners.	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5
9	<b>B/ Self-study contents: (4)</b> <b>Problem 5:</b> Students prepare a negotiation exercise. Groups draw lots to identify pairs of "partners". Lecturers assign scripts and requests to each negotiating delegation.	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5
	<b>Chapter 10: Negotiating garment business with EU partners</b>		
	<b>A/ Content and pedagogical methods in class: (2)</b> <b>Content</b> Cultural and business characteristics of EU entrepreneurs; <input type="checkbox"/> Experiences / considerations in negotiating contracts with EU partners.	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5
10	<b>B/ Self-study contents: (4)</b> <b>Problem 5:</b> Students prepare a negotiation exercise. Groups draw lots to identify pairs of "partners". Lecturers assign scripts and requests to each negotiating delegation.	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5
	<b>Chapter 11: Negotiating garment business with Russian and Eastern European partners</b>		
	<b>A/ Content and pedagogical methods in class: (2)</b> <b>Content</b> Cultural and business characteristics of Eastern European entrepreneurs; <input type="checkbox"/> Experiences / considerations in negotiating contracts with Eastern European partners.	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5
11	<b>B/ Self-study contents: (4)</b> <b>Problem 5:</b> Students prepare a negotiation exercise. Groups draw lots to identify pairs of "partners". Lecturers assign scripts and requests to each negotiating delegation.	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5
	<b>Chapter 12: Negotiating garment business with Japanese partners</b>		
	<b>A/ Content and pedagogical methods in class: (2)</b> <b>Content</b> Cultural and business characteristics of Japanese businessmen;	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5
12			

	<input type="checkbox"/> Experiences / considerations in negotiating contracts with Japanese partners.					
	<b>B/ Self-study contents: (4)</b> Problem 5: Students prepare a negotiation exercise. Groups draw lots to identify pairs of "partners". Lecturers assign scripts and requests to each negotiating delegation.	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5			
	<b>Chapter 13: Negotiating garment business with Taiwan and Korean partners</b>					
13	<b>A/ Content and pedagogical methods in class: (2)</b> <b>Content</b> Cultural and business characteristics of Taiwanese and Korean entrepreneurs; <input type="checkbox"/> Experiences / notes in negotiating contracts with Taiwan and Korean partners.	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5			
	<b>B/ Self-study contents: (4)</b> Problem 5: Students prepare a negotiation exercise. Groups draw lots to identify pairs of "partners". Lecturers assign scripts and requests to each negotiating delegation.	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5			
	<b>Chapter 14: Negotiating garment business with Middle Eastern and Latin American partners</b>					
14	<b>A/ Content and pedagogical methods in class: (2)</b> <b>Content</b> Cultural and business characteristics of Middle Eastern businessmen and Latin American entrepreneurs; <input type="checkbox"/> Experiences / notes in negotiating contracts with the above partner.	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5			
	<b>B/ Self-study contents: (4)</b> Problem 5: Students prepare a negotiation exercise. Groups draw lots to identify pairs of "partners". Lecturers assign scripts and requests to each negotiating delegation.	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5			
	<b>Practice as a business negotiator</b>					
15	<b>A/ Content and pedagogical methods in class: (2)</b> <b>Content</b> Hold talks. From the pair of "partners" in turn negotiate. The remaining groups observe and comment. Instructors concluded. <input type="checkbox"/> Trainers control class order when negotiations take place for focus. Some small gifts should be prepared as rewards for the lively	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5			
	<b>B/ Self-study contents: (4)</b> <b>Review all subject</b>	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5			

#### 10. Student Assessment:

- Grading scale: 10

Formative Assessment							50
Problem 1	Distinguish Eastern Culture & Western Culture	Week 2	<b>CLO3</b>	5	Essay writing	Rubrics	5
Problem 2	List the contents of negotiating each order phase in the garment industry?	Week 4	<b>CLO1</b> <b>CLO3</b>	4 5	Essay writing	Rubrics	5
Problem 3	The drama group played about 10 minutes about the situation of communicating with customers about FOB orders.	Week 4	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5	Essay writing, group presentation	Rubrics	10
Problem	The group played about 10	Week 7	<b>CLO1</b>	4	Essay	Rubrics	10

4	minutes about the situation of communicating with supplier about raw materials		<b>CLO2</b> <b>CLO3</b>	5 5	writing, presentation group		
Problem 5	Students prepare a negotiation exercise. Groups draw lots to identify pairs of "partners". Lecturers assign scripts and requests to each negotiating delegation.	Week 8 to week 14	<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5	Essay writing, personal	Rubrics	70
<b>Final examination</b>							<b>50</b>
	<i>Last term: Essay / open-ended exam</i>		<b>CLO1</b> <b>CLO2</b> <b>CLO3</b>	4 5 5	Paper exam	Rubrics	

CLOs	Assessment Types					
	Ex#1	Ex#2	Ex#3	Ex#4	Ex#5	Final exam
CLO1		x	x	x	x	x
CLO2			x	x	x	x
CLO3	x	x	x	x	x	x

#### 11. Learning Resources

Main books and textbooks:

[1] Assoc. Prof. Dr. Doan Thi Hong Van, Dam Phien In International Business: Social Labor Publishing House, 2009.

- Books (TLTK) refer to:

[2] TS. Thai Tri Dung, Communication Skills and Business Negotiation: Statistical Publishing House, 2009.

[3] Translation board g. B. S., Business handbook - Negotiating skills, HCMC General Publishing House, 2006

[4] Roger Fisher & William Ury, Translator: Dang Xuan Dung - Nguyen Hong Thach, Getting to Yes, HCMC Publisher, 2000

#### 12. Date of first approval: June 15, 2018

#### 13. Approved by:

Dean

Head of Department

Instructor





M.Ed. Vu Minh Hanh

Dr. Nguyen Ngoc Chau

M.BA. Pham Thi Ha

#### 14. Date and up-to-date content

1 <sup>st</sup> time: Date	Instructor
	Head of Department