

Module designation	<i>Business Negotiation and Advocacy (AGBP12)</i>
Semester(s) in which the module is taught	<i>6th semester</i>
Person responsible for the module	<i>Azhar</i>
Language	<i>English</i>
Relation to curriculum	<i>Elective course</i>
Teaching methods	<i>lecture, lesson, case, presentation</i>
Workload	<ul style="list-style-type: none"> ▪ 100 minutes of lecture and discussion per week ▪ 120 minutes of structured tasks per week ▪ 120 minutes of independent activity per week
Credit points	<i>2 (Lesson 2) = 3.2 ECTS</i>
Required and recommended prerequisites for joining the module	<i>Business Communication</i>
Module objectives/intended learning outcomes	<ol style="list-style-type: none"> 1. <i>Able to describe the concepts, principles, procedures of business negotiation and advocacy.</i> 2. <i>Skilled in communicating, presenting and negotiating business ideas and formulating them into a business contract in a business contract.</i> 3. <i>Able to identify and analyze business problems and formulate alternative solutions to problems in a business negotiation and advocacy process a business negotiation and advocacy process.</i> 4. <i>Able to demonstrate social network analysis and advocacy impact map as an evaluation of the impact of business advocacy impact.</i>
Content	<i>This course discusses the concepts, principles and procedures of business negotiation and advocacy. Students identify and analyze business problems and formulate alternatives in solving problems.</i>
Exams and assessment formats	<i>Case study, report and oral presentation</i>
Study and examination requirements	<i>10 % participative activities</i> <i>10% quizzes</i> <i>20% course work</i> <i>25% midterm examination</i> <i>35% final examination</i>

Reading list	<ol style="list-style-type: none"> 1. Irham Fahmi. 2017. Etika Bisnis: Teori, Kasus dan Solusi. CV. Alfabeta Bandung. 2. Curtis, Dan B., James J. Floyd, dan Jerry L. Winsor. 1998. Komunikasi Bisnis dan Profesional. Bandung: PT. Remadja Rosdakarya. 3. Dawson Roger. 2003. Rahasia Sukses Seorang Negosiator Ulung. PT. Gramedia Pustaka Utama 4. Jacman, Ann. 2005. How to negotiate: Teknik Sukses Bernegosiasi. Jakarta: Penerbit Erlangga. 5. Kusumohamidjoyo, Budiono. 2004. Panduan Merancang Kontrak. Jakarta: PT. Grasindo. 6. Lum, Grande. 2005. The Negotiation Fieldbook. New York: McGraw-Hill Companies. 7. Malahayati, Cut. 2006. Langkah Tepat Negosiasi Bisnis. Jakarta: Restu Agung. 8. Miller, Valerie, dan Jane Covey. 2005. Pedoman Advokasi: Perencanaan, Tindakan, dan Refleksi. Jakarta: Yayasan Obor Indonesia. 9. Pinet, Angeliq. 2005. The Everything Negotiating Book. Massachusetts: Adams Media. 10. Rogers, Natalie. 2004. Berani Bicara di Depan Publik. Bandung: Penerbit Nuansa. 11. Sharma, Ritu R. 2004. Pengantar Advokasi: Panduan Latihan. Jakarta: Yayasan Obor Indonesia. 12. Tubss, S.L. dan S. Moss. 1983. Human Communication. New York: Random House. 13. Whalen, D.Joel. 2005. I See What I Mean: Komunikasi Persuasif dalam Bisnis. Yogyakarta: Penerbit Ale.
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