



## UNIVERSITI TEKNOLOGI MARA

### BAP551: EFFECTIVE NEGOTIATION AND PERSUASION SKILLS (ARABIC LANGUAGE)

<b>Course Name (English)</b>	EFFEKTIVE NEGOTIATION AND PERSUASION SKILLS (ARABIC LANGUAGE) <b>APPROVED</b>
<b>Course Code</b>	BAP551
<b>MQF Credit</b>	3
<b>Course Description</b>	This is a course for students to discuss the theories and techniques of the negotiation and persuasion skills in the organization. Students are trained to prepare and deliver texts/speech according to the registers of the negotiation and persuasion skills. The activities involved cover a broad range of areas.
<b>Transferable Skills</b>	-Demonstrate ability to communicate clearly and confidently, and listen critically (Effective communicator) -Demonstrate enthusiasm, leadership and the ability to positively influence others (Confident)
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Demonstrations, Discussion, Presentation, Debates
<b>CLO</b>	CLO1 Explain the theory of negotiation and persuasion skills CLO2 Acquire the strategies and techniques of negotiation and persuasion skills CLO3 Prepare texts for negotiation and persuasion activities correctly. CLO4 Implement, administer and organize the negotiation and persuasion activities effectively.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Negotiation and Persuasion</b> 1.1) Negotiation 1.2) 1. Definition of negotiation. 1.3) 2. Steps in negotiation. 1.4) 3. Principals of negotiation. 1.5) 4. Criterion in negotiation. 1.6) 5. Characteristics of successful negotiation 1.7) 1.8) Persuasion 1.9) 1. Definition of persuasion. 1.10) 2. How to persuade. 1.11) 2. Body language.	
<b>2. Meeting I</b> 2.1) 1. Definition of meeting. 2.2) 2. Types of meetings. 2.3) 3. Advantages of meeting. 2.4) 4. When the meeting become important? 2.5) 5. Criteria for successful meeting: 2.6) a) pre-meeting. 2.7) b) in meeting. 2.8) c) after meeting.	
<b>3. Meeting II</b> 3.1) 1. How to encourage members to attend the meeting. 3.2) 2. How to encourage members to come on time . 3.3) 3. How to make meeting more attractive. 3.4) 4. Actions after the meeting . 3.5) 5. Factors of downfall in meeting . 3.6) 6. How to write the minutes.	

**4. Debate I**

- 4.1) 1. Definition of the debate .
- 4.2) 2. Rules and regulations of the debate .
- 4.3) 3. How to argue .
- 4.4) 4. Phrases and sentences in debate.

**5. Debate II**

- 5.1) 1. How to criticize opponents.
- 5.2) 2. Example of an international debate competition .

**6. Forum I**

- 6.1) 1. Definition of forum
- 6.2) 2. Types of forum.
- 6.3) 3. Phrases and sentences in the forum .

**7. Forum II**

- 7.1) 1. Skills in handling forum.
- 7.2) 2. Skills to be a chairperson in forum : before, during, after .
- 7.3) 3. Phrases and sentences used in forum.

**8. Forum III**

- 8.1) 1. The role of the panel.
- 8.2) 2. The role of the chairman of the forum .
- 8.3) 3. Phrases and sentences in forum

**9. Drama I**

- 9.1) 1. Background to the drama .
- 9.2) a ) Definition of drama and drama features
- 9.3) b ) Components of drama .
- 9.4) c ) Comedy .
- 9.5) d ) How to manage drama .
- 9.6) 2. Types of drama .
- 9.7) 3. The international drama .
- 9.8) a ) Shakespear .
- 9.9) b ) Modern Drama .

**10. Drama II**

- 10.1) 1. Egyptian drama.
- 10.2) a) Ideas in Egyptian drama.
- 10.3) 2. Frasa dan ayat di dalam drama.

Assessment Breakdown	%
Continuous Assessment	70.00%
Final Assessment	30.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Assignment	20%	CLO1 , CLO2 , CLO3 , CLO4
	Presentation	Individual. Duration 8-10 minutes.	20%	CLO1 , CLO2 , CLO3
	Quiz	Multiple Choice Question (MCQ) and True and False.	10%	CLO1 , CLO2
	Writing Test	Short essay	20%	CLO1 , CLO2

Reading List	Recommended Text
	<ul style="list-style-type: none"> <li>• Ayman Muhammad 'Abd al-Wahid 2006, <i>al-Tafawud..ilm...fan, al-Hurriyyatt li al-Nasyr wa al-Tawzi</i>. Lubnan</li> <li>• 'Abd Al-Hakm Ahmad Al-Khuzamiy 2012, <i>Lughatt Al-Ijtima'</i>, Maktabatt Al-'Asriyyatt. Bayrut</li> <li>• 'Abd Al-Hakm Ahmad Al-Khuzamiy 2012, <i>Lughatt At-Tauriyidat</i>, Maktabatt Al-'Asriyyatt Bayrut</li> <li>• 'Abd Al-Hakm Ahmad Al-Khuzamiy 2012, <i>Lughatt Maharat Al-Idaratt</i>, Maktabatt Al-'Asriyyatt Bayrut</li> <li>• Abd Al-Hakm Ahmad Al-Khuzamiy 2012, <i>Lughatt Al-Ittisal</i>, Maktabatt Al-'Asriyyatt Bayrut.</li> <li>• 'Abd Al-Hakm Ahmad Al-Khuzamiy 2012, <i>Lughatt At-Tashwiq</i>, Maktabatt Al-'Asriyyatt Bayrut,</li> <li>• al-Darwi, Taha Kasib 2006, <i>Fan al-tafawud wa al-iqna'</i>, Dar 'Ilam al-Thaqafatt Lubnan</li> <li>• Asmah Haji Omar 2000, <i>Wacana perbincangan, perbahasan dan perundingan</i></li> <li>• Eisenberg, A 1978, <i>Understanding communication in business and the profession</i></li> <li>• Kan Lanjdan 2012, <i>Silsilatt Al-'Amal Wa Al-Hayatt: At-Tafawud An-Najih</i>, Dar Al-'Ilmi Li Al-Mal'iyah. Beirut</li> <li>• Kat Kinan 1997, <i>Usul al-mufawadatt al-idariyyatt</i>, al-Dar al-'arabiyyatt li al-'ulum Kaherah</li> <li>• Liyatt Tumsun 2012, <i>Silsilatt Al-Haqaiq Al-Wafiyatt 'An 'Ilm At-Tafawudh</i>, Dar Al-Ma'rifatt Mesir</li> <li>• Maimunah Haji Omar 1993, <i>Panduan bahasa dan format penulisan ceramah, ucapan dan taklimat</i> Biroteks, UiTM Shah Alam</li> </ul>

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources