

National Cheng-Chi University
2010 Fall Semester

International Business Communications
Managerial Application in Professional Business English

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Office Hours: 16:00 ~ 17:00 and 19:00 ~ 20:00 Every Monday, and by appointment.

Course Description:

Business communication in professional English has becoming significant in the age of internationalization. This course is specifically designed for senior and graduate students to build professional communication skills for professional career development in the business world after graduation.

The **philosophy** of this course dwells within a universe of love, learning, passion and life growth. Therefore, three keys of the course design are development of in-depth communicational capacity in business world, integration of all aspects of management disciplines, and application of all these in a creative and innovation expression.

Dynamic simulation will be the fundamental training. It is critical that you actively participate in these intellectual dialogues, discussions, business presentations, and creative thinking modules. Each one of you will be viewed as a potential professional manager, not a student in school, to develop a well-rounded communicational capability of empathy, understanding, leadership-minded, and professionalism.

Course Design and Attendance Requirement:

Attendance is mandatory. The whole class will be organized into 5~8 entrepreneurial firms (teams) to start building, applying, and integrating what you have learnt in business school and will be learning in the whole semester. Each team is a new firm and will develop your own business and organizational structure. Topics like manager's leadership, product marketing, CRM, international business conference, and other imperative business expertise in the international era will be practiced in the whole semester.

Grading Structure:

Participation:	20%
Weekly Assignments:	20%
Midterm Project:	30%
Final Exam:	30%
Creativity & Diligence:	10%

2011 NCCU Syllabus of Harvard Business Case Study and Simulation

National Chung-Chi University

♪ 開課系所: 金融學系 Department of Money and Banking

♪ 授課學期: 2011 Spring Semester

♪ 課程名稱: Advanced International Business Communication:
Application of Harvard Business Case Study
進階國際商務溝通: 哈佛管理個案之研討與應用

♪ 授課老師: 劉宛清 Wan-Yu Liu / graceliu@nccu.edu.tw

♪ 教學理念與課程目標:

In an era of internationalization and fast advancement of the world, we, as premier educators in a fine university, play one of the key drivers in cultivating our young students with loving hearts and humble attitude, solid knowledge foundation, creative thinking and adequate confidence. All the wonderful qualities are essential to develop our future leaders for the country. Therefore, the purpose of this course is to prepare senior students for future career and to develop advanced capabilities in international communication and managerial decision making in a multi-culture, full-English interactive environment. Harvard Business Cases are applied as the primary materials to develop students' integrative and organizational abilities with learnt business disciplines in first 3-year of university training. Participants will personally experience the whole process of evolving growth through the journey of multi-dimensional cultivation.

♪ 教學設計:

Dynamic discussion and intellectual dialogues are essential in this specially-designed course. Teams will be created based on each special topic of Harvard Business Case for group discussion and exchange communication. All participants are required to give individual presentation and

team presentation for integrative training.

🎵 課程大綱:

Based on the multi-culture and diversified background of students from different colleges, the instructor specially chooses the following topics and Harvard business cases for participants to dive into deep reading, thinking, and integration.

🎵 Endeavor: Creating a Global Movement for High-Impact Entrepreneurship:

- This case describes a critical inflection point in the growth of an international development "mentor capitalist" nonprofit, Endeavor. As Endeavor aims to scale its high-impact entrepreneurship model globally, founder Linda Rottenberg must determine what success looks like for the organization and which growth option will most effectively take Endeavor in that direction. The case begins with a panel of business leaders selecting a new class of Jordanian entrepreneurs to join the ranks of Endeavor's prestigious portfolio. Their decision forces them to wrestle with the questions: "What is high impact entrepreneurship, and how will it contribute to the economic development of a country like Jordan?"

🎵 Microsoft's Search!

- In 2008, executives at Microsoft must decide how to compete against Google in the market for Internet search and advertising. The case describes how Microsoft has responded to a set of competitive threats in the past; how Google has gained a dominant position in Internet search and advertising; and what Microsoft has done so far in its as-yet-unsuccessful effort to catch up with Google. The case then challenges students to construct a strategy that will allow Microsoft to achieve its objectives in the evolving market for search and advertising.

🎵 Colgate Max Fresh: Global Brand Roll-Out

- In February 2005, Nigel Burton, in his third year as president of global oral care at Colgate-Palmolive Company (CP), had every reason to feel optimistic. Worldwide market shares were strong and Colgate Max Fresh (CMF), a new toothpaste that had helped

drive Colgate to a record value share in the important U.S. market, was in the global pipeline for 2005. Burton had on his desk the proposed marketing launch plans for CMF in China and Mexico. Each plan sought to maximize the business potential in the local market. Burton had to assess the plans from a global perspective.

✍ **Sarah Talley and Frey Farms Produce: Negotiating with Wal-Mart (A)**

- Describes the retailer-supplier negotiations of Frey Farms Produce in its growth from a small local produce supplier to becoming a supplier for Wal-Mart, the world's largest retailer. The (A) case sets up three negotiations led by Sarah Talley of Frey Farms Produce in order to sell produce to Wal-Mart, manage price expectations during a difficult growing season, and deal with issues of co-management. The (B) case describes strategies, tactics, and the results of these negotiations, along with broader insights from the protagonist into a general approach to retailer-supplier negotiations.

✍ **Sarah Talley and Frey Farms Produce: Negotiating with Wal-Mart (B)**

✍ **Lou Pritchett: Negotiating the P&G Relationship with Wal-Mart**

✍ **Tom Muccio: Negotiating the P&G Relationship with Wal-Mart (A)**

✍ **The Bollingers: Negotiating with Wal-Mart (A)**

✍ **The Bollingers: Negotiating with Wal-Mart (B)**

✍ **William Nichol, Jr. and Kentucky Derby Hosiery: Negotiating with Wal-Mart (A)**

✍ **William Nichol, Jr. and Kentucky Derby Hosiery: Negotiating with Wal-Mart (B)**

✍ **Negotiating on Thin Ice: The 2004-2005 NHL Dispute (A)**

- On September 15, 2004, the existing collective bargaining agreement (CBA) between the National Hockey League (NHL) and the National Hockey League Players' Association (NHLPA) expired. Because the two sides had failed to

negotiate a new CBA by that date, NHL Commissioner Gary Bettman locked out the players--no hockey would be played, no revenues would be collected, and no salaries would be paid. The key issues in the negotiation were the league's demand for a salary cap and for the linking of salaries to league revenues. The players opposed both of these demands. After months of near-fruitless negotiation, Bettman threatened to cancel the entire season, a move that would destroy billions in revenue. Provides a rich history of the two sides' relationship and an account of the negotiations that led up to the season cancellation threat. Asks students to analyze the power tactics that each side has used to its advantage in prior negotiations and to propose strategies that might help either side pull off a successful negotiation in the current context, which involves entrenched positions, complex issues, and severe distrust.

✍ **Negotiating on Thin Ice: The 2004-2005 NHL Dispute (B)**

✍ **Cleveland Clinic Service Management**

- Cleveland Clinic is consistently ranked among the nation's most eminent hospitals, and for decades has been a leader in pioneering cardiac care. Explores the methods, processes, and personnel that the hospital has cultivated over the years in order to develop its track record of excellence. In light of this, three expansion opportunities are explored and the operational fit of each is investigated.

✍ **United Way –Social Entrepreneurship**

- After United Way CEO Brian Gallagher began shifting the organization's focus from old-school fundraising to community impact, Gallagher and local leaders like Elise Bulk, CEO of the United Way of Greater Los Angeles, faced a series of challenges regarding how to best use United Way's resources to address the root causes of social problems