A STUDY OF LEARNERS' PERCEPTION OF AN EFFECTIVE BUSINESS NEGOTIATION.

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DEDICATION

To Shaen, Adrees, Ashman and Eizaaz.
ABSTRAK

ABSTRACT

This study examines learners' perception of an effective business negotiation. It focuses on Business English learners at Universiti Kebangsaan Malaysia. The study was conducted due to the general concern amongst ESP instructors at the Language Faculty regarding the effectiveness of learners' performance in the negotiation task. Many instructors have raised the question of whether learners have actually understood and learnt about business negotiations through the simulated task in the classroom and whether they could actually perform effectively in the real world business negotiations. In search of the answers, the study adopted the effective strategies in negotiations by Cotton & Robins (1993) and a triangulation procedure in Neuman (1997) was adopted in collecting the data. Data was collected through the interviews with the learners after the completion of the negotiation task which was later observed by the teachers and the specialist informants through a video recording. The triangulation procedure revealed that learners' perception were generally verified by the informants which indicated that learning had actually taken place through the simulated task. Nevertheless, it was found that certain responses from the learners and teachers became more accurate with further clarification and specification from the informants in seeking the actual scenario of real world business negotiations.
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