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# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b><u>Year and Semester</u></b>	2021 Fall (Senior Students)
<b><u>Course Name</u></b>	International Business Communication and Negotiation
<b><u>Course Code</u></b>	GE412
<b><u>Course Type</u></b>	<input type="checkbox"/> General Education (Required) <input type="checkbox"/> General Education (Elective) <input type="checkbox"/> Professional Course (Required) <input checked="" type="checkbox"/> Professional Course (Elective) <input type="checkbox"/> Basic Disciplinary Course
<b><u>Course Credits</u></b>	2
<b><u>Course Hours</u></b>	32
<b><u>Prerequisites</u></b>	None
<b><u>Instructor</u></b>	Prof. Bethany Sun
<b><u>Contact Information</u></b>	bethanyvic_2006@hotmail.com

<b><u>Office Hour</u></b>	TBA
<b><u>Learning Centre</u></b>	TBA
<b><u>Grade/Section</u></b>	18BA
<b><u>Course Time/Place</u></b>	Tues. 8:00-9:50 a.m./ 5#111

#### **Textbook**

Zhou Shibao. *Business Communication Fundamentals*. Peking University Press. ISBN 978-7-301-18316-8.

#### **Reference Book**

1. Kitty O.Locker, Donna S. Kienzler. *Business and Administrative Communication, 10th Edition*. China Machine Press, Beijing, ISBN 978-7-111-43763-5.
2. Yu Muhong, Zhang Ruwen. *Business Negotiation*. Foreign Language Teaching and Research Press. ISBN : 9787560050751
3. Huang Jie, Tang Man. *Business Communication and Negotiation*. The People's Posts and Telecommunications Press, ISBN : 9787115497550

#### **Course Description**

International Business Communication & Negotiation is a selective course for senior students. This course involves basic knowledge and principles of business communication and negotiation. After learning the course students will be able to apply the theories and tactics of business communication and negotiation in business

activities. Also, students' abilities of problems analyzing and solving can be cultivated via case study, video analysis and practical exercises.

This course mainly includes two parts. Part one involves the forms and skills of oral communication & written communication, part two covers negotiation preparation, negotiation procedure and negotiation strategies, ect.

### **Student Learning Outcomes**

After learning this course, the students will be able to:

#### **Knowledge:**

- ◆ distinguish good communication from poor communication
- ◆ identify possible cross-cultural issues and misunderstandings in communication
- ◆ list oral and written form of communication in business workplace
- ◆ recognize different types of negotiation
- ◆ illustrate strategies & tactics of business negotiation

#### **Capability**

- ◆ conduct effective communications in business workplace, which take on different forms, such as, presentations, telephones, emails, interviews and much more
- ◆ construct negotiations in specific business settings

#### **Mindset**

- ◆ demonstrate logical, ethical, and methodical ideas;
- ◆ open the mind to different cultures
- ◆ develop national identity and pride throughout cross-cultural communication;
- ◆ apply critical thinking in the process of communication and negotiation.

### **Website Source**

1. <https://www.tem-journal.com/documents>
2. <https://www.mendeley.com/catalogue/f877e6a8-d73d-3512-a0ea-c2b29aa8102d/>

### **Teaching Methods**

This course contains lectures, case studies, discussions, homework, quizzes, presentation and exams. Exercises and practice questions will be delivered to students as a way to test their understanding of the knowledge. This will require individual or group assignment before, in or after class.

### **Grade Criterion**

Component	Weight	Description
Final Exam	20%	A practical negotiation role-play, which should be finished in teams, is highly recommended. Students are supposed to design and display a negotiation scenario OR to do a reaction display on a real case study with solutions. Individuals would be marked by their performance and contribution to the team.
Mid-Term Test	20%	A presentation, which should be delivered by team work, is required based on all of the strategies that have been taught in class. Each individual would be valued via the performance and contribution to the

		team.
Homework	25%	Most of the assigned homework is taken from the Exercises in the textbook. Assignments will be collected at the clearly stated date. Late assignments will not be accepted. The graded assignments may be kept by the tutor for reference and won't be returned to students.
Quizzes	15%	There will be at least 2 quizzes during the semester. Quizzes may or may not be announced in advance. It may also be used as a way to check the attendance. Quizzes will test your knowledge of both concepts and the application of those concepts.
Participation	10%	Individuals will be asked to participate individually in a question and answer at least 5 times during the semester. The performances should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below
<b>Total</b>	<b>100%</b>	

### Detailed Grade Computation

	Before Midterm	After Midterm
Attendance	5%	5%
Participation	5%	5%
Homework	5%	20%
Quizzes	5%	10%
Midterm test	20%	
Final exam		20%
Total	40%	60%

### Grading Policy

A+ 97-100	A 93-96	A- 90-92	B+ 87-89	B 83-86	B- 80-82
C+ 75-79	C 70-74	C- 67-69	D+ 63-66	D 62-60	F 0-59

### Exam Schedule

Midterm Test: Nov. 1-9, 2021

Final Exam: Dec. 20-28, 2021

### Assessment of Student Performance

#### *☞ Self-Study and Reading ability Practice*

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

#### *☞ Homework*

Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be refused and the score will be zero.

### *☞ Attendance*

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ♦ Being late for 15 minutes or more is considered an absence.
- ♦ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- ♦ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly, but students are welcome to continue attending classes.
- ♦ An incomplete grade (I) will be considered in case of medical or family emergencies.

### *☞ Participation*

- ♦ Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- ♦ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ♦ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ♦ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- ♦ All above behaviors will be solely evaluated by the instructor for scoring.

### *☞ Textbook*

Students must bring the textbook to class.

## Course Outline

Week	Date	Content	Homework
1	Sep. 7	<ul style="list-style-type: none"> <li>● Syllabus</li> <li>● Chapter 1 Business Communication Fundamentals               <ul style="list-style-type: none"> <li>• The purpose and importance of business communication (BC) in workplace</li> <li>• What do employers value?</li> <li>• The cost of communication</li> </ul> </li> <li>● Discussion</li> </ul>	—
2	Sep. 14	<ul style="list-style-type: none"> <li>● Review for Ch 1 (Q)</li> <li>● Chapter 2 Communication Strategies               <ul style="list-style-type: none"> <li>• Linear Model</li> <li>• Interactive Model</li> <li>• Circular Model</li> <li>• Exercises for Ch 2</li> </ul> </li> </ul>	—
3	Sep. 21	<b>Mid-Autumn Festival</b>	
4	Sep. 28	<ul style="list-style-type: none"> <li>● Review for Ch 2 (Q)</li> <li>● Chapter 3 Intercultural Business Communication               <ul style="list-style-type: none"> <li>• Understanding Cultures and Communication</li> <li>• High Context or Low Context?</li> <li>• Forms of communication</li> <li>• Application of non-verbal communication</li> <li>• Exercises for Ch 3</li> </ul> </li> </ul>	—
5	Oct. 5	<b>National Day Holiday</b>	—
6	Oct. 12	<ul style="list-style-type: none"> <li>● Review for Ch 3 (Q)</li> <li>● Chapter 4 Public Speaking Skills               <ul style="list-style-type: none"> <li>• Making oral presentation</li> <li>• Types of presentation</li> <li>• Planning Power point slides</li> <li>• How to deliver an effective presentation</li> <li>• Handling questions</li> <li>• Dealing with hostile audiences</li> </ul> </li> </ul>	
7	Oct. 19	<ul style="list-style-type: none"> <li>● Review for Ch 4 (Q)</li> <li>● Chapter 5 Business Writing               <ul style="list-style-type: none"> <li>• Fundamentals of Business Writing</li> <li>• Emails Writing</li> </ul> </li> </ul>	Write a complain or an invitation email
8	Oct. 26	<ul style="list-style-type: none"> <li>● Chapter 5               <ul style="list-style-type: none"> <li>• Resume Writing</li> <li>• Exercises for Ch 5</li> </ul> </li> </ul>	Compose the Resume
9	Nov. 2	<ul style="list-style-type: none"> <li>● <b>Midterm Test</b> <ul style="list-style-type: none"> <li>• In the form of presentation</li> <li>• Presentation I (Team : 123)</li> <li>• Feedback</li> </ul> </li> </ul>	—
10	Nov. 9	<ul style="list-style-type: none"> <li>● <b>Midterm Test</b> <ul style="list-style-type: none"> <li>• In the form of presentation</li> <li>• Presentation II (Team : 456)</li> <li>• Feedback</li> </ul> </li> </ul>	—
11	Nov. 16	<ul style="list-style-type: none"> <li>● Chapter 6 Introducing to effective business negotiation</li> </ul>	—

		<ul style="list-style-type: none"> <li>• The definition of negotiation</li> <li>• Principles of business negotiation</li> </ul>	
12	Nov. 23	<ul style="list-style-type: none"> <li>● Chapter 7 Strategies &amp; Tactics of business negotiation</li> <li>• Major personal styles &amp; Team styles</li> <li>• Strategies &amp; Tactics</li> </ul>	—
13	Nov. 30	<ul style="list-style-type: none"> <li>● Chapter 7</li> <li>• Principle of Distributive, Integrative &amp; Complex Negotiation</li> <li>• Win-win strategy</li> </ul>	—
14	Dec. 7	<ul style="list-style-type: none"> <li>● Chapter 8 Cross-culture negotiation</li> <li>• Language &amp; Communication</li> <li>• Understanding cultural differences</li> <li>• Negotiation among cultures</li> </ul>	—
15	Dec. 14	<ul style="list-style-type: none"> <li>● Chapter 8</li> <li>• Cultural Conflict Management</li> <li>• Cross-culture negotiation case study</li> </ul>	—
16	Dec. 21	<ul style="list-style-type: none"> <li>● Role play (Team : 123)</li> <li>• Feedback</li> </ul>	
17	Dec. 28	<ul style="list-style-type: none"> <li>● Role play (Team : 456)</li> <li>• Feedback</li> </ul>	

### Teacher's Office Hour

- ♦ The instructor's office hour is shown in the front of the office door.
- ♦ Students are suggested to use the instructor's office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.
- ♦ The time can be scheduled by instructors or students, or both.

### Cheating and Plagiarism

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

### Important Dates

Fall Semester, 2021	September 2, 2021— January 16, 2022
Sep.5	Registration (Sophomores, Juniors and Seniors)
Sep.6	Classes Begin (Sophomores, Juniors and Seniors)
Sep.10	Last Day to Drop or Add a Course (Sophomores, Juniors and Seniors)
Sep.18	Registration (Freshmen)
Sep.20-24	Entrance Education (Freshmen)
Sep.21	Mid-Autumn Festival
Sep.27	Classes Begin (Freshmen)

Oct. 1	National Day
Nov. 1-5	Midterm Test (tentative)
Jan. 1, 2022	New Year's Day
Jan. 1-4	Revision (Sophomores, Juniors and Seniors)
Jan. 5-14	Final Exam Period (Sophomores, Juniors and Seniors)
Jan. 10-14	Final Exam Period (Freshmen)
Jan. 17	Winter Vacation Begins

*Note: This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.*

**Instructor:** \_\_\_\_\_

**Department Head:** \_\_\_\_\_

