

# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b><u>Year and Semester</u></b>	2022 Fall (Senior Students)
<b><u>Course Name</u></b>	International Business Etiquette and Manners
<b><u>Course Code</u></b>	GE413
<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>	34
<b><u>Prerequisites</u></b>	None
<b><u>Instructor</u></b>	Prof. Daisy Xu
<b><u>Contact Information</u></b>	daisyxu1231@126.com
<b><u>Office Hour</u></b>	TBA
<b><u>Learning Centre</u></b>	TBA
<b><u>Grade/Section</u></b>	2019 BA
<b><u>Course Time/Place</u></b>	Tuesday 15:25 —17:00 / A102

#### **Textbook**

国际商务礼仪 (英文版)

出版社: 清华大学出版社    ISBN: 978-7-302-50593-8

作者: 刘白玉, 韩小宁, 刘夏青

#### **Reference Book**

*International Business Etiquette*

出版社: 对外经济贸易大学出版社    ISBN: 978-7-5663-2141-1

作者: 史兴松

#### **Course Description**

*International Business Etiquette and Manner* is an elective course for senior students, which aims to broaden their international vision and lay a solid foundation for their future career development.

The main content involves basic information of various etiquette guidance applicable throughout the world for international business persons to establish harmonious relationships in the global working environment and to smooth the way to business activities.

As a result of participating in this course, students will be able to acquire better opportunities to land jobs, get promotions and establish lasting relationships with others in business. On top of that, students will strengthen their ability to behave properly in common business settings from international perspectives, thus developing critical thinking skills and improving their ability for international exchanges, competition and collaborations.

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## **Student Learning Objectives**

After learning this course, students will be able to:

### **Knowledge:**

- ◆ describe the classification of etiquette in international business;
- ◆ summarize general principles that govern etiquettes;
- ◆ explain proper etiquette in different business settings;

### **Capability:**

- ◆ apply the knowledge of cultural diversity and intercultural communication to develop business relationships overseas;
- ◆ develop conformable communication in cross-cultural communication in the global workplace;
- ◆ select relevant etiquette to increase chances of success when conducting cross-cultural business negotiation;

### **Mindset:**

- ◆ generate logical, ethical, and methodical ideas;
- ◆ expand understanding in terms of foreign culture, tradition, society, etc. of English speaking countries.
- ◆ further strengthen national identity and pride throughout cross-cultural communication;
- ◆ apply critical thinking in the process of decision making.

## **Website Source**

<https://etiquette-guide.com/>

<https://www.ehow.com/>

<http://www.chinadaily.com.cn/>

## **Teaching Methods**

In class, teaching methods range from lectures, combination of on-line and off-line (mosoteach 云班课) learning activities, to case studies, group projects, role-play drama, peer/group discussions, quizzes, presentation and exams.

Out of class, students will be encouraged to conduct research both in library and from the field, visit exhibitions, and make a visual recording, etc.

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%	Final exam takes the form of role play. Themes of scenarios will be given to students prior to the performance.
Mid-Term Test	20%	A cumulative midterm test will be given based on all of the contents that have been taught in class. The test paper may be mainly composed of subjective and objective questions.
Homework	20%	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	20%	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

	The whole semester
Attendance	10%
Participation	10%
Quizzes	20%
Homework	20%
Mid-Term Test	20%
Final Exam	20%
Total	100%

### 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: Oct. 31 - Nov. 4, 2022;

Final Exam: January 4-13, 2023

### 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*

It is not compulsory to purchase the textbook; handouts would be available on Mosoteach as online learning materials for previewing and reviewing.

## Course Outline

Week	Date	Content	Homework
1	Sep. 6	Syllabus ● <b>Chapter 1 Fundamentals in Business Etiquette</b> <ul style="list-style-type: none"> <li>Define Etiquette and Business Etiquette</li> <li>Describe the importance and development of etiquette</li> <li>Summarize basic principles of International Business Etiquette</li> </ul> ● Team project — Discussion	online exercise
2	Sep. 13	● <b>Chapter 2.1 Business Image Etiquette</b> <ul style="list-style-type: none"> <li>Principles of dressing code</li> <li>Formal attire for men</li> <li>Formal attire for women</li> </ul> ● Group Activity — How to tie a tie?	online exercise
3	Sep. 20	● <b>Chapter 2.2 Business Image Etiquette</b> <ul style="list-style-type: none"> <li>Casual attire for men/women</li> <li>Non-verbal communication</li> </ul> ● Team project— Projecting a trustworthy business image	online exercise
4	Sep. 27	● <b>Chapter 3 Business Office Etiquette</b> <ul style="list-style-type: none"> <li>Guidelines for office etiquette</li> <li>Dealing with relationships in the workplace</li> <li>Business etiquette tips</li> </ul> ● Team project — Role Play	online exercise
5	Oct. 4	<b>National Day Holiday</b>	—
6	Oct. 11	● <b>Chapter 4 Business Greeting Etiquette</b> <ul style="list-style-type: none"> <li>Non-verbal greeting</li> <li>Verbal greeting</li> <li>Making introductions</li> </ul> ● Individual project — make your business card	online exercise
7	Oct. 18	● <b>Chapter 5 Business Telecommunication Etiquette</b> <ul style="list-style-type: none"> <li>Phone Etiquette</li> <li>Email Etiquette</li> <li>Etiquette of Social Media</li> </ul> ● Team project — discussion	online exercise
8	Oct. 25	● <b>Chapter 6 Business Negotiating Etiquette</b> <ul style="list-style-type: none"> <li>General negotiating etiquette rules</li> <li>Particular etiquette rules for importers and exporters</li> <li>Dressing etiquette for business negotiators</li> <li>Place and time etiquette for negotiations</li> </ul> ● Team project — situational dialogue on price negotiation	online exercise
9	Nov. 1	<b>Mid-term test</b>	—

10	Nov. 8	<ul style="list-style-type: none"> <li>● <b>Chapter 7.1 Business Dining Etiquette</b> <ul style="list-style-type: none"> <li>• Dining Etiquette in China</li> <li>• Dining Etiquette in the West</li> </ul> </li> <li>● Individual project — translation the sentences into Chinese</li> </ul>	online exercise
11	Nov. 15	<ul style="list-style-type: none"> <li>● <b>Chapter 7.2 Business Dining Etiquette</b> <ul style="list-style-type: none"> <li>• Buffet Etiquette</li> </ul> </li> <li>● Group project — role play</li> </ul>	online exercise
12	Nov. 22	<ul style="list-style-type: none"> <li>● <b>Chapter 8 Business Activity Etiquette</b> <ul style="list-style-type: none"> <li>• Meeting Etiquette</li> <li>• Sport and Cultural Event Etiquette</li> <li>• Office Events</li> </ul> </li> <li>● Individual project — how to host a meeting</li> </ul>	online exercise
13	Nov. 29	<ul style="list-style-type: none"> <li>● <b>Chapter 9 Job Application and Interview Etiquette</b> <ul style="list-style-type: none"> <li>• before interviews</li> <li>• while interviews</li> <li>• after interviews</li> </ul> </li> <li>● Group project — role play</li> </ul>	online exercise
14	Dec. 6	<ul style="list-style-type: none"> <li>● <b>Chapter 10 Business Leisure Etiquette</b> <ul style="list-style-type: none"> <li>• Museum Etiquette</li> <li>• Airport Etiquette</li> <li>• Metro Etiquette</li> </ul> </li> <li>● Exercise</li> </ul>	online exercise
15	Dec. 13	Revision	—
16	Dec. 20	Role Play (groups 1,2,3,4)	—
17	Dec. 27	Role Play (groups 5 and 6) and assessment (peer, teacher)	

*Note: Some chapters or sections may leave for self-study, they may also be included in the quizzes or exams.*

### **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**

<b>Fall Semester, 2022</b>	<b>September 5, 2022— January 16, 2023</b>
Sep.2-4	Registration (Sophomores, Juniors and Seniors)
Sep.5	Classes Begin (Sophomores, Juniors and Seniors)
Sep.9	Last Day to Drop or Add a Course
Sep.10	Mid-Autumn Festival
Sep.18	Registration (Freshmen)
Sep.19-23	Entrance Education (Freshmen)
Sep.26	Classes Begin (Freshmen)
Oct.1	National Day
Oct.31 – Nov.4	Midterm Test
Dec.31- Jan.3,2023	Revision (Sophomores, Juniors and Seniors)
Jan.1, 2023	New Year's Day
Jan.4- 13,2023	Final Exam Period (Sophomores, Juniors and Seniors)
Jan.9-13	Final Exam Period (Freshmen)
Jan.16	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:** Daisy Xu

**Department Head:** 张薇

