

# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b>Year and Semester</b>	2023 Fall						
<b>Course Name</b>	International Business Communication & Negotiation						
<b>Course Code</b>	GE412						
<b>Course Type</b>	<input type="checkbox"/> General Education (Required) <input type="checkbox"/> General Education (Elective) <input type="checkbox"/> Basic Disciplinary Course <input type="checkbox"/> Professional Course (Required) <input checked="" type="checkbox"/> Professional Course (Elective) <input type="checkbox"/> Professional Course (Expanded) <input type="checkbox"/> Professional Course (Advanced)						
<b>Course Credits</b>	2						
<b>Course Hours</b>	Total Hours	Class	32	Lecture Hours	32	Experiment (Computer) Hours	0
<b>Applicable object</b>	<input type="checkbox"/> Freshman <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input checked="" type="checkbox"/> Senior						
	<input checked="" type="checkbox"/> Business Administration (Accounting)						
	<input type="checkbox"/> Information Management and Information Systems (Finance)						
<b>Prerequisites</b>	None						
<b>Instructor</b>	Karen Li / Bethany Sun						
<b>Contact Information</b>	Office: C202/201						
	Tele: 83951083						
	Email: <a href="mailto:liyaling@cueb.edu.cn">liyaling@cueb.edu.cn</a> <a href="mailto:sunyue@cueb.edu.cn">sunyue@cueb.edu.cn</a>						
<b>Office Hour</b>	TBA						
<b>Learning Centre</b>	TBA						
<b>Grade/Section</b>	20 ACCA 1&2/ 20 BA						
<b>Course Time/Place</b>	Karen: 20 ACCA 2 W 8:00-9:35 A105 Karen: 20 BA W 8:00-9:35 博学 204 Bethany: 20 ACCA 1 W 9:55-11:30 A105						
<b>Textbook</b>	Zhou Shibao. <i>Business Communication Fundamentals</i> . 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 Objectives

After learning this course, students will be able to:

Knowledge	<ul style="list-style-type: none"> <li>◆ distinguish good communication from poor communication</li> <li>◆ identify possible cross-cultural issues and misunderstandings in communication</li> <li>◆ list oral and written form of communication in business workplace</li> <li>◆ recognize different types of negotiation</li> <li>◆ illustrate strategies &amp; tactics of business negotiation</li> </ul>
Capability	<ul style="list-style-type: none"> <li>◆ conduct effective communications in business workplace, which take on different forms, such as, presentations, telephones, emails, interviews and much more</li> <li>◆ construct negotiations in specific business settings</li> </ul>
Mindset	<ul style="list-style-type: none"> <li>◆ demonstrate logical, ethical, and methodical ideas;</li> <li>◆ open the mind to different cultures</li> <li>◆ develop national identity and pride throughout cross-cultural communication;</li> <li>◆ apply critical thinking in the process of communication and negotiation.</li> </ul>

## Website Source

1. <https://open.163.com/newview/movie/courseintro?newurl=SGV87NCH4>
2. <https://www.coursera.org/learn/art-negotiation>

## Teaching Methods

This course contains lectures, class discussions, homework, quizzes, presentation and exams. Textbook content will be introduced first. Then real case 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 in or after class.

## Grade Criterion

Component	Weight	Description
Final Exam	20%	A simulated negotiation is required. Students need to work in groups to design and display a negotiation scenario. Individuals would be marked by their performance and contribution to the team. A report based on the

		simulated negotiation is required to submit. One group needs to write only one report. The detail requirements will be released at the end of the semester.
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	15%	Most of the assigned homework is taken from the Exercises in the chapters. Assignments will be collected at the clearly stated date. Late assignments will not be accepted. The graded assignments will be kept by the tutor for reference and won't be returned to students.
Quizzes	15%	There will be at least 3 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.
Presentation	10%	Topics for presentation will be given to students prior to the delivery. Presentations will be done in a team form.
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**

	<b>Before Midterm</b>	<b>After Midterm</b>
Attendance	5%	5%
Participation	5%	5%
Homework	5%	10%
Quizzes	5%	10%
Presentation		10%
Mid-Term Test	20%	
Final exam		20%
Total	40%	60%

### **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 reduced in score by 50%.

### *☞ 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 a notebook to class.

## **Topical Course Outline**

<b>Week</b>	<b>Topics</b>	<b>Platform</b>	<b>Homework</b>
1	<ul style="list-style-type: none"> <li>● Explanation of syllabus</li> <li>● Chapter 1 Understanding Business Communication               <ul style="list-style-type: none"> <li>• Basics of business communication fundamentals</li> <li>• Verbal and non-verbal communications in business</li> </ul> </li> </ul>	Classroom	Homework for CH01
2	<ul style="list-style-type: none"> <li>● Review for Ch 1 (Q)</li> <li>● Visual communication in business</li> <li>● Case study and analysis</li> </ul>	Classroom & Xue xi tong	
3	<ul style="list-style-type: none"> <li>● Chapter 2 Intercultural Business Communication               <ul style="list-style-type: none"> <li>• Understanding cultures and communication</li> <li>• High-context culture &amp; low-context culture</li> </ul> </li> </ul>	Classroom	Homework for CH02
4	<ul style="list-style-type: none"> <li>● Review for Ch 2 (Q)</li> <li>● Intercultural communication skills in workplace</li> <li>● Case study and analysis</li> </ul>	Classroom & Xue xi tong	
5	<b>National Day Holiday</b>		
6	<ul style="list-style-type: none"> <li>● Chapter 3 Public Speaking Skills               <ul style="list-style-type: none"> <li>• How to make effective oral presentations</li> </ul> </li> </ul>	Classroom &	

	<ul style="list-style-type: none"> <li>• Case study and analysis</li> <li>• Handling questions</li> <li>• Dealing with hostile audiences</li> </ul>	Xue xi tong	
7	<ul style="list-style-type: none"> <li>● Chapter 4 Business Writing</li> <li>• Business report</li> <li>• Emails writing</li> </ul>	Classroom	
8	<ul style="list-style-type: none"> <li>● Chapter 4 Business Writing</li> <li>• Assignment check</li> <li>• Resume writing</li> </ul>	Classroom & Xue xi tong	Homework for CH04
9	<ul style="list-style-type: none"> <li>● <b><u>Midterm Test</u></b></li> </ul>		
10	<ul style="list-style-type: none"> <li>● Chapter 5 Introducing to effective business negotiation</li> <li>• The definition of negotiation</li> <li>• Principles of business negotiation</li> </ul>	Classroom	
11	<ul style="list-style-type: none"> <li>● Review for Ch 5 (Q)</li> <li>● Preparation for Negotiation..</li> <li>● The Negotiation Process</li> <li>● Case study and analysis</li> </ul>	Classroom & Xue xi tong	
12	<ul style="list-style-type: none"> <li>● Chapter 5 Strategies &amp; Tactics of business negotiation</li> <li>• Strategies &amp; tactics</li> <li>• BATNA</li> <li>• Interest or position</li> </ul>	Classroom	Homework for CH05
13	<ul style="list-style-type: none"> <li>● Chapter 6 Principle of Distributive, Integrative &amp; Complex Negotiation</li> <li>• Win-win strategy</li> <li>• Case study</li> </ul>	Classroom & Xue xi tong	Homework for CH06
14	<ul style="list-style-type: none"> <li>● Chapter 7 Cross-culture Negotiation</li> <li>• Understanding cultural differences</li> <li>• Negotiation among cultures</li> </ul>	Classroom	Homework for CH07
15	<ul style="list-style-type: none"> <li>● Chapter 8</li> <li>• Cross-culture manners</li> <li>• Cross-culture negotiation case study</li> </ul>	Classroom & Xue xi tong	
16	Simulated negotiation (Team: 123)		
17	Simulated negotiation (Team: 456)		

### **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**

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student can earn in that course is a "C".

**Important Dates**

<b>Midterm Test</b>	<b>Week 9 or 10</b>
<b>Final Exam</b>	<b>Week 18 or 19 (Refer to the notice of the Academic Affairs Office)</b>

*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:** 李亚玲、孙玥

**Department Head:** 张薇

