

# 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 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>	34
<b><u>Prerequisites</u></b>	None
<b><u>Instructor</u></b>	Karen Li/Bethany Sun
<b><u>Contact Information</u></b>	C202/201 83951083 <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><u>Office Hour</u></b>	TBA
<b><u>Learning Centre</u></b>	TBA
<b><u>Grade/Section</u></b>	19ACCA 1&2 / 19BA
<b><u>Course Time/Place</u></b>	Karen: 2019 ACCA1 --- T: 8:00-9:35 A104 Bethany: 2019 ACCA2 --- Thur: 8:00-9:35 A101 Bethany: 2019 BA --- T:13:30-15:05 A102

#### **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.

Blending teaching and learning model is adopted in this course, based on the application of *Xue Xi Tong* platform. The course combines MOOC teaching model and traditional teaching model, realize online and offline, curricular and extra-curricular organic integration, construct curriculum structural system that conforms to web-based learning, set up perfect teaching resources system and establish the principal status of students, fully arouse students' enthusiasm and initiative as well as improve the efficiency of classroom teaching.

### **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://open.163.com/newview/movie/courseintro?newurl=SGV87NCH4>
2. <https://open.163.com/newview/movie/free?pid=MGAVP39IU&mid=MGAVPEJMF>

### **Teaching Methods**

This course contains lectures, case studies, discussions, homework, quizzes and presentation. 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 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 Task	20%	Students need to submit a resume according to the requirements. The detailed requirements will be given to students prior to writing.
Task	20%	Tasks related to the given topics needed to be submitted.
The Completion of the Online Courses	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**

	<b>Before Midterm</b>	<b>After Midterm</b>
Attendance	5%	5%
Participation	5%	5%
Task		20%
Online course	10%	10%
Midterm test	20%	
Final exam		20%
<b>Total</b>	<b>40%</b>	<b>60%</b>

### **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:

Final Exam:

### **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).

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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	Method	Content	Homework
1	MOOC	<ul style="list-style-type: none"> <li>● <b>Online Teaching: MOOC</b></li> <li>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> <li>• visual communication in business</li> </ul> </li> </ul>	Find the example of poor communication
2	Offline	<ul style="list-style-type: none"> <li>● Review for Ch 1 (Q)</li> <li>● Questions answering</li> <li>● Case study and analysis</li> </ul>	
3	MOOC	<ul style="list-style-type: none"> <li>● <b>Online Teaching: MOOC</b></li> <li>● Chapter 2 Intercultural Business Communication <ul style="list-style-type: none"> <li>• understanding cultures and communication</li> <li>• Intercultural communication skills in workplace</li> </ul> </li> </ul>	
4	Offline	<ul style="list-style-type: none"> <li>● Review for Ch 2 (Q)</li> <li>● Questions answering</li> <li>● Case study and analysis</li> </ul>	
5	—	National Day Holiday	
6	Offline	<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> <li>• Handling questions</li> <li>• Dealing with hostile audiences</li> </ul> </li> </ul>	
7	MOOC	<ul style="list-style-type: none"> <li>● <b>Online Teaching</b></li> <li>● Chapter 4 Business Writing <ul style="list-style-type: none"> <li>• business report and proposal</li> <li>• Emails writing</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Revise these sentences to improve you-attitude</li> <li>• Reply to a given email. (submit on XUE XI TONG)</li> </ul>
8	Offline	<ul style="list-style-type: none"> <li>● <b>Off-line Teaching</b></li> <li>● Chapter 4 Business Writing <ul style="list-style-type: none"> <li>• assignment check</li> <li>• resume writing</li> </ul> </li> </ul>	
9	—	<ul style="list-style-type: none"> <li>● <b><u>Midterm Test</u></b></li> </ul>	Compose a personal resume (submit on XUE XI TONG)
10	MOOC	<ul style="list-style-type: none"> <li>● <b>Online Teaching</b></li> <li>● Chapter 5 Introducing to effective business negotiation <ul style="list-style-type: none"> <li>• the definition of negotiation</li> <li>• principles of business negotiation</li> </ul> </li> </ul>	
11	Offline	<ul style="list-style-type: none"> <li>● Review for Ch 5 (Q)</li> <li>● Questions answering</li> <li>● Case study and analysis</li> </ul>	
12	MOOC	<ul style="list-style-type: none"> <li>● <b>Online Teaching</b></li> <li>● Chapter 5 Strategies &amp; Tactics of business</li> </ul>	Online learning assignment: 1. Search out the

		<p>negotiation</p> <ul style="list-style-type: none"> <li>• strategies &amp; tactics</li> <li>• BATNA</li> <li>• Interest or position</li> </ul>	<p>inextricable link between BATNA setting and pie sharing.</p> <p>2. Draw a flow chart of analysis of a Pie Theory</p>
13	Offline	<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>	
14	MOOC	<ul style="list-style-type: none"> <li>● <b>Online Teaching</b></li> <li>● Chapter 7 Cross-culture Negotiation</li> <li>• understanding cultural differences</li> <li>• negotiation among cultures</li> <li>• cross-culture manners</li> </ul>	<p>Online learning assignment:</p> <p>1. Try to illustrate 4 countries at least to understand the arts features which could smooth negotiations.</p> <p>2. Search for more situational conversations that may occur in business greetings at the very beginning of communication, pay attention to etiquettes and put them into practice.</p>
15	Offline	<ul style="list-style-type: none"> <li>● Chapter 8</li> <li>• Cross-culture negotiation case study</li> </ul>	—
16	Offline	Role play (Team: 1234)	
17	Offline	Role play (Team: 56)	

### 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, 2022	September 5, 2022— January 16, 2023
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.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:** Karen Li/Bethany Sun                      **Department Head:** 张薇

