

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

Year and Semester	2026 Fall						
Course Name	International Business Communication & Negotiation						
Course Code	GE412						
Course Type	☐ General Education (Required) ☐ General Education (Elective) ☐ Basic Disciplinary Course ☐ Professional Course (Required) ☒ Professional Course (Elective) ☐ Professional Course (Expanded) ☐ Professional Course (Advanced)						
Course Credits	2						
Course Hours	Total Hours	Class	32	Lecture Hours	32	Experiment (Computer) Hours	0
Applicable object	☐ Freshman ☐ Sophomore ☐ Junior ☒ Senior						
	☒ Business Administration (Accounting)						
	☐ Information Management and Information Systems (Finance)						
Prerequisites	None						
Instructor	Karen Li / Bethany Sun						
Contact Information	Office: C202/201						
	Tele: 83951083						
	Email: liyaling@cueb.edu.cn sunyue@cueb.edu.cn						
Office Hour	TBA						
Learning Centre	TBA						
Grade/Section	23 ACCA 1&2/ 23BA3&4						
Course Time/Place	Karen: 23 ACCA1 B213 M 9:55- 11:30 am 23 ACCA2 B216 M 8:00-9:35 am Bethany: 23 BA3 A204 T 9:55- 11:30 am 23 BA4 A101 T 8:00-9:35 am						
Textbook	Zhou Shibao. <i>Business Communication Fundamentals</i> . Peking University Press. ISBN 978-7-301-18316-8. Yu Muhong, Zhang Ruwen. <i>Business Negotiation</i> . Foreign Language Teaching and Research Press. ISBN: 9787560050751						

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. 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 the basic theories, knowledge, skills 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. Verbal and non-verbal communications in business, Intercultural communication skills in workplace and Business Writing will be emphasized. Part two covers basic concepts, processes and strategies of negotiation in the context of international business, as well as some other concepts and rationales in business and cultures. As negotiation is an activity in human communication in social life, some cases of successful and unsuccessful negotiations are presented, discussed and analyzed, through which the important principles and tactics are proved to be significant and necessary.

Student Learning Objectives

After learning this course, students will be able to:

Knowledge	◆ list types of good communication and illustrate poor communication ◆ generalize students' basic knowledge on English communication and cross-cultural understanding ◆ 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	◆ distinguish good communication from poor communication ◆ conduct effective communications in business workplace, which take on different forms, such as presentations, telephones, emails, interviews and much more ◆ apply key points a negotiator has to consider during the negotiation ◆ 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; ◆ cultivate industry norms, professional spirit and a sense of social responsibility in international business context ◆ apply analytical and critical thinking in the process of communication and negotiation, and rationally view cultural differences between China and the others, then promote and disseminate excellent Chinese culture. ◆ cultivate students' competencies in business ethics, good-faith negotiation, compliant communication, the spirit of contract, fair-competition awareness, teamwork and professional accountability, and equal cross-cultural communication awareness.

Website Source

1. https://www.icourse163.org/course/HIT1-1458644164?from=searchPage&outVendor=zw_mooc_pcassjg_
2. https://www.icourse163.org/course/WHU-1457456166?from=searchPage&outVendor=zw_mooc_pcassjg_
3. https://www.icourse163.org/course/NJUST1-1458233168?from=searchPage&outVendor=zw_mooc_pcassjg_

4. https://www.icourse163.org/course/CUFE1-1461340165?from=searchPage&outVendor=zw_mooc_pcsgjg_
5. https://www.icourse163.org/course/XMU-1003755001?from=searchPage&outVendor=zw_mooc_pcsgjg_
6. <https://www.coursera.org/learn/negotiation>
7. <https://www.coursera.org/learn/wharton-communication-skills>

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. 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%	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 individually.
Participation	10%	Individuals will be asked to participate individually in a question and answer at least 3 times during the semester. The performances should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below
Total	100%	

Detailed Grade Computation

	Before Midterm	After Midterm
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

Week	Topics	Platform	Homework
1	● Explanation of syllabus ● Chapter 1 Understanding Business Communication • Basics of business communication fundamentals • Verbal and non-verbal communications in business	Classroom & Xue xi tong	Case --- analysis (preview-oriented)
2	● Review for Ch 1 (Q) ● Visual communication in business ● Case study and analysis	Classroom & Xue xi tong	
3	● Chapter 2 Intercultural Business Communication • Understanding cultures and communication • High-context culture & low-context culture	Classroom & Xue xi tong	Case --- analysis (preview-oriented)
4	● Review for Ch 2 (Q) ● Intercultural communication skills in workplace ● Case study and analysis		
5	● Chapter 3 Public Speaking Skills (1) • How to make effective oral presentations • Case study and analysis	Classroom & Xue xi tong	Case --- analysis (preview-oriented)
6	National Holiday		
7	● Chapter 3 Public Speaking Skills (2) • Handling questions • Dealing with hostile audiences	Classroom	Case --- analysis (preview-oriented)
8	● Chapter 4 Business Writing • Assignment check • Resume writing	Classroom & Xue xi tong	Homework for CH04
9	● <u>Midterm Test</u>		
10	● <u>Presentation</u>		
11	● Chapter 4 Business Writing • Emails writing • Case study and analysis	Classroom	Case --- analysis (preview-oriented)
12	● Chapter 5 Introducing to effective business negotiation (1) • The definition of negotiation • Principles of business negotiation ● Preparation for Negotiation ● The Negotiation Process ● Case study and analysis	Classroom & Xue xi tong	
13	● Chapter 5 Strategies & Tactics of business negotiation (2) • Strategies & tactics • BATNA • Interest or position	Classroom	Homework for CH05
14	● Chapter 6 Principle of Distributive, Integrative & Complex Negotiation • Win-win strategy • Case study	Classroom & Xue xi tong	Homework for CH06
15	● Chapter 7 Cross-culture Negotiation • Understanding cultural differences	Classroom	Homework for CH07

	• Negotiation among cultures		
16	●Chapter 8 • Cross-culture manners • Cross-culture negotiation case study	Classroom & Xue xi tong	
17	Simulated negotiation		

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

Midterm Test	Week 9
Final Exam	Week 17 (Refer to the notice of the Academic Affairs Office)

***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: 商务谈判与沟通课程组

Department Head: 张薇

