

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

Year and Semester	2026 Fall						
Course Name	International Business Etiquette and Manners						
Course Code	GE413						
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	Prof. Daisy Xu						
Contact Information	Office: C202						
	Tele: (010)83951083						
	Email: daisyxu1231@126.com						
Office Hour	TBA						
Learning Centre	TBA						
Grade/Section	2022BA						
Course Time/Place	● 1 班: Monday 8:00 – 9:35; lecture room: B213 ● 2 班: Monday 9:55 – 11:30; lecture room: B216						
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.

Student Learning Objectives

On successful completion of this course, students should be able to:

Knowledge	1. Describe the basic classifications and core principles of international business etiquette and understand their connection to “high-quality development”; 2. Explain the cultural confidence and traditional Chinese virtues reflected in business image and office etiquette; 3. Analyze the concept of “harmony in diversity” and the awareness of a “community with a shared future for mankind” in greeting, communication, and negotiation etiquette; 4. Identify the ecological wisdom, green living, and social responsibility in dining, activity, job application, and leisure etiquette.
Capability	1. Demonstrate cultural confidence and professionalism in business image and office interactions, practicing the “people-centered” workplace philosophy; 2. Apply greeting, communication, and negotiation etiquette to promote cross-cultural understanding and win-win cooperation, serving the “new development paradigm”; 3. Reflect green development and frugality awareness in business dining and event organization, practicing the concept of ecological civilization; 4. Exhibit youth responsibility and cultural respect in job interviews and business leisure, telling China’s stories well.
Mindset	1. Cultivate cultural confidence in cross-cultural interactions and strengthen identification with and pride in fine traditional Chinese culture; 2. Uphold the philosophy of “harmony between humanity and nature,” and reflect green development and sustainability awareness in business practices 3. Understand the contemporary significance of a “community with a shared future for mankind,” and foster both national identity and global responsibility; 4. Apply critical thinking to make ethical, culturally respectful, and win-win oriented decisions in complex business situations.

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 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
Total	100%	

Detailed Grade Computation

	Before Midterm	After Midterm
Attendance	5%	5%
Participation	5%	5%
Homework	5%	15%
Quizzes	5%	15%
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

Lecture notes will be assigned at the beginning of each lecture.

Topical Course Outline

Week	Topics	Platform	Homework
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1	Syllabus ● Chapter 1 Fundamentals of Business Etiquette • Define Etiquette and Business Etiquette • Describe the importance and development of etiquette • Summarize basic principles of International Business Etiquette ● Team project — Discussion	Classroom & XUEXITONG	Online exercise on XUEXITONG
2	● Chapter 2.1 Business Image Etiquette • Principles of dressing code • Formal attire for men • Formal attire for women ● Group Activity — How to tie a tie?	Classroom & XUEXITONG	Online exercise on XUEXITONG
3	● Chapter 2.2 Business Image Etiquette • Casual attire for men/women • Non-verbal communication ● Team project— Projecting a trustworthy business image	Classroom & XUEXITONG	Online exercise on XUEXITONG
4	● Chapter 3 Business Greeting Etiquette • Non-verbal greeting • Verbal greeting • Making introductions ● Individual project — make your business card	Classroom & XUEXITONG	Online exercise on XUEXITONG
5	● Chapter 4 Business Telecommunication Etiquette • Phone Etiquette • Email Etiquette • Etiquette of Social Media ● Team project — discussion	Classroom & XUEXITONG	Online exercise on XUEXITONG
6	National Day Holidays		
7	● Chapter 5 Business Leisure Etiquette • Museum Etiquette • Airport Etiquette • Metro Etiquette ● Exercise	Classroom & XUEXITONG	Online exercise on XUEXITONG

8	● Chapter 6 Job Application and Interview Etiquette • before interviews • while interviews • after interviews ● Group project — role play	Classroom & XUEXITONG	
9	Model test 1	Classroom & XUEXITONG	Online exercise on XUEXITONG
10	● Chapter 7.1 Business Dining Etiquette • Dining Etiquette in China • Dining Etiquette in the West ● Individual project — translation the sentences into Chinese	Classroom & XUEXITONG	Online exercise on XUEXITONG
11	● Chapter 7.2 Business Dining Etiquette • Buffet Etiquette ● Group project — role play	Classroom & XUEXITONG	Online exercise on XUEXITONG
12	● Chapter 8 Business Office Etiquette • Guidelines for office etiquette • Dealing with relationships in the workplace • Business etiquette tips ● Team project — Role Play	Classroom & XUEXITONG	Online exercise on XUEXITONG
13	● Chapter 9 Etiquette in Business Ceremonies • Signing Ceremony • Ribbon-cutting Ceremony • Opening Ceremony ● Team project — role play	Classroom & XUEXITONG	Online exercise on XUEXITONG
14	● Chapter 10 Cross-cultural Business Etiquette • Asian Countries • North&South American Countries • European Countries • African Countries • Oceania Countries ● Individual project — summary	Classroom & XUEXITONG	Online exercise on XUEXITONG
15	Revision	Classroom & XUEXITONG	

16	Model test 2	Classroom & XUEXITONG	
17	Role play	Classroom	

***Note:** Some chapters or sections may leave for self-study, this is the students' duty to learn and understand, they may also be included in the quizzes or exams. A review in Chinese may be held during L.C. and O.H. in the semester.*

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 or 10
Final Exam	Week 18 (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: 徐童

Department Head: 张薇

