

## 【商务谈判（英语）】

### 【Business Negotiation (English Course)】

#### 1. Basic Information

**Course Code** 【2060847】

**Course Credits** 【2】

**Major:** 【International Economics and Trade】

**Characteristic of The Course:** 【◎Department Compulsory Courses】

**School:** 【Department of International Economy and Trade】

**Teaching Materials and Textbooks:**

**Textbook** 【International Business Negotiation, Roy J. Lewicki, China Renmin University Press, 2020】

**Bibliography** 【English for International Business Negotiation, ZHANG Liyu, Wuhan University Press, 2014】

【International Business Negotiation, BAI Yuan, China Renmin University Press, 2019】

【Practical Cases In International Business Negotiation, WANG Hui, China Customs Press, 2016】

【English for International Business Negotiation, ZHANG Liyu, Wuhan University Press, 2014】

**Online Learning Website URL:**

<https://mooc1.chaoxing.com/course/232615954.html>

**Preface Course:** 【College English 2020006 (6), International Trade Practice2060056 (4)】

#### 2. Course Description

The importance of being able to effectively manage international trade is effective communication between buyers and sellers. This unit is organized in accordance with the different stages of the international sales contracting and negotiation process. The learning contents cover both the theoretical specifications and practical discussion that useful to handling main activities that might occur during the negotiation stage. This unit is delivered in English, most part of the lectures are in English, in-class discussion and negotiation practice are encouraged in English.

#### 3. Suggestion for Choice of the Course

This unit is available to students in International Economics and Trade major. A basic proficiency in English language skills are assumed in this unit. Moreover, student should have completed related units about international trade practice and have basic knowledge about international trade.

#### 4. Course Objectives / Course Expected Learning Outcomes

Graduation Requirements	Relation
LO11 : Be able to understand and respect others' views and values, can communicate effectively with colleagues, seniors and international clients in both verbal & non-verbal way, and establish, maintain and develop a friendly and sustainable business relationship.	●
LO21 : Collect, analysis, discuss and practice data of new knowledge, new processes, new technologies, new materials in the field of international trade and business, complete the autonomous learning and application of knowledge according to job needs and social needs.	
LO31: Knowledge of international trade in goods: be able to use international trade expertise, theory and relevant laws and practices to develop international market, establish business relationship with target customers, sign international trade contracts, and eventually complete the performance of the contracts.	
LO32: Cross border platform operation capability: be able to track and analyze the company's product operation behavior transformation data and behavior data, accurately identify market demand and development trend, continuously optimize operation means and operation rules, and make reasonable management decisions.	
LO33 : International business negotiation ability: be able to collect customer information through different channels and use proper negotiation strategies and skills to strive for cooperation and achieve the goal on the basis of equality and mutual benefit.	●
LO34 : Econometric analysis ability: be able to preliminarily describe and analyze the actual economic problems qualitatively and quantitatively, and predict the economic development trend based on the understanding of the economic behavior , model and the interrelationship between variables.	
LO35 : Foreign exchange and commodity risk prevention consciousness: be able to identify foreign exchange risk, transaction risk and capital risk in international trade, and take reasonable measures to maximize risk prevention capacity.	
LO41: Obey the discipline, keep the faith and keep the responsibility; adapt to the change of the environment, have the ability to resist setbacks and stress. ("responsibility" is one of the contents of our school motto)	
LO51: Maintain good cooperation with the group and become an active member in the group; be good at bringing forth new ideas from innovative thinking and using knowledge and practice.	
LO61: Has a certain information literacy, good at collecting information, and can use information technology to solve problems in the work.	
LO71: Willing to serve others, serve enterprises, serve the society, be enthusiastic, loving and grateful, (gratitude, reward and love) is one of our school motto.	
LO81: Has the basic ability to express communication and cross -cultural	●

understanding in foreign languages, and has the awareness of international competition and cooperation.	
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## 5. Course Objectives / Course Expected Learning Outcomes

No.	Course Expected Learning Outcomes	Course Objectives (Detailed Expected Learning Outcomes)	Teaching and Learning Methods	Assessment Methods
1	L011	Be able to assess customers' needs, negotiating styles, and establish suitable negotiating strategies in terms of every aspects in the negotiation.	Lecture. Seminar. Case study.	Chapter tasks, Discussion, Situational Dialogues, Foreign Trade Case Practice,
2	L033	Be able use international trade related knowledge to deal with issues in international sales contract negotiation.	Lecture. Seminar. Case study.	Situational Dialogues, Chapter tasks. Foreign Trade Case Practice, Discussion
3	L081	Has basic skills of English speaking and oral negotiation, has basic knowledge of cultural difference and be able to respect different cultural in negotiation.	Lecture. Seminar. Case study.	Foreign Trade Case Practice, Chapter Tasks, Discussion

## 6. Course Content

### UNIT 1 OVERVIEW OF BUSINESS NEGOTIATION

**Theory hour: 2**

#### Teaching Content:

- 1.1 The basic concept about negotiation
- 1.2 Goal of negotiation and process of negotiation
- 1.3 BATNA

**Knowledge Requirements:**

- ① Be able to find out the conflict during the negotiation
- ② Be able to avoid the conflict in communication
- ③ Discuss the way to get win-win negotiation

**Ability Requirements:**

- ① Be able to confirm the goal of negotiation
- ② Be able to find out the interests of each parties and avoid conflicts

**Emotional Requirements:**

- ① Be able to respect other party's requirement and understand it
- ② Be able to consist on firm's or organization's interest under different situation

**Teaching Emphasis:**

BATNA Conflict management in negotiation

**UNIT 2 CROSS-CULTURAL NEGOTIATION**

**Theory hour: 1 Practice hour:1**

**Teaching Content:**

- 1.1 Cultural difference between the Eastern and the Western
- 1.2 Negotiation under the difference cultures
- 1.3 Useful sentences
- 1.4 Scenario discussion

**Knowledge Requirements:**

- ① Discuss the issues and conflicts that might happen in the cross cultural negotiation
- ② Conclude the mistakes that might happen in the cross cultural negotiation

**Ability Requirements:**

- ① Be able to deal with the conflicts in the cross cultural negotiation

Emotional Requirements:

- ① Be able to respect cultural difference

**Teaching Emphasis:**

Cultural differences in negotiation Handle the cross cultural negotiation

**UNIT 3 NEGOTIATING STYLE**

**Theory hour: 1 Practice hour:1**

**Teaching Content:**

- 1.1 Negotiating style
- 1.2 Confirming your own style and its features
- 1.3 Understand other party's style

**Knowledge Requirements:**

- ① Discuss the features, advantages and disadvantages of 5 styles
- ② Analyze the suitable situation of each style

**Ability Requirements:**

- ① Be able to select effective negotiating styles
- ② Be able to find out other party's style and take the right action

**Emotional Requirements:**

- ① Be able to respect other party's negotiating style and understand it

Teaching Emphasis:

5 negotiating styles      Detecting negotiating styles

**UNIT 4 PRE-NEGOTIATION**

**Theory hour: 2      Practice hour:2**

**Teaching Content:**

- 1.1 Find your partners
- 1.2 Build negotiating relationship
- 1.3 Preparation

**Knowledge Requirements:**

- ① Discuss how to build relationship in international trade
- ② Discuss how to prepare for the early stage negotiation

**Ability Requirements:**

- ① Be able to use right style and suitable sentence to communicate with potential partners

**Teaching Emphasis:**

Pre-negotiation preparation

**UNIT 5 ENQUIRY AND OFFER**

**Theory hour: 2      Practice hour:2**

**Teaching Content:**

- 1.1 Enquiry and offer
- 1.2 Pricing policy in offering
- 1.3 Bargaining

**Knowledge Requirements:**

- ① Discuss high pricing and low pricing policies in negotiation
- ② Conclude useful sentences in scenario discussion

**Ability Requirements:**

- ① Be able to use right pricing policies and suitable sentences at offering stage

**Teaching Emphasis:**

Enquiry and offer      pricing policy

**UNIT 6 CONCESSION**

**Theory hour: 1      Practice hour:1**

**Teaching Content:**

- 1.1 Concession policy

## 1.2 Flexibility in negotiation

### **Knowledge Requirements:**

- ① Discussion the concession strategies in negotiation
- ② Conclude useful sentence at concession stage

### **Ability Requirements:**

- ① Be able to use concession strategy at deadlock stage.

### **Teaching Emphasis:**

Concession strategies

## **UNIT 7 PRICING**

**Theory hour: 2    Practice hour:2**

### **Teaching Content:**

- 1.1 Pricing factors
- 1.2 Methods of pricing
- 1.3 Terms of price

### **Knowledge Requirements:**

- ① Discuss the pricing policies in specific scenario
- ② Concession policies in pricing negotiation

### **Ability Requirements:**

- ① Be able to use suitable pricing strategies and use right terms of price in negotiation

### **Teaching Emphasis:**

Pricing policies

## **UNIT 7 TERMS OF PAYMENT**

**Theory hour: 1    Practice hour:1**

### **Teaching Content:**

- 1.1 Terms of payment
- 1.2 L/C
- 1.3 Installment
- 1.4 Partial payment

### **Knowledge Requirements:**

- ① Discuss the mainly used terms of payment in international trade and their suitable situation
- ② Conclude useful sentences and strategies of payments

### **Ability Requirements:**

- ① Be able to choose the right terms of payment and negotiating for it

### **Teaching Emphasis:**

Installment      Payment strategies

## UNIT 9 TRANSPORTATION

Theory hour: 2    Practice hour:2

### Teaching Content:

- 1.1 Direct transportation
- 1.2 Partial shipment
- 1.3 Air transport

### Knowledge Requirements:

- ① Discuss the mainly used way of transportation in international trade
- ② Conclude useful sentences and strategies of transportation

### Ability Requirements:

- ① Be able to choose the right way of transportation and negotiating for it

### Teaching Emphasis:

Partial shipment    Transshipment    Shipping terms

## UNIT 10 CONTRACT

Practice hour:2

### Teaching Content:

- 1.1 Vague languages in negotiation
- 1.2 Confirming the contract
- 1.3 Modifying the contract

### Knowledge Requirements:

- ① Conclude useful sentences at contracting stage

### Ability Requirements:

- ① Be able to find out the contract issues and negotiate for it

### Teaching Emphasis:

Modify contract

## UNIT 11 COMPLAINTS AND CLAIMS

Theory hour: 2    Practice hour:2

### Teaching Content:

- 1.1 Claims for the quality issues
- 1.2 Claims for short loading issues
- 1.3 Dealing with complaints and claims

### Knowledge Requirements:

- ① Conclude useful sentences and suitable strategies to deal with claims

### Ability Requirements:

- ① Be able to use right way to deal with claims and find out the key conflicts
- ② Be able take the right action to deal with claims

### Emotional Requirements:

- ① Be able to take responsibility about mistakes and take positive attitude to deal with conflicts

**Teaching Emphasis:**

Quality claims    Short-load claims    Dealing with claims

**7. In-Class Experiment and Basic Requirements**

No.	Name of Experiment	Main Content of the Experiment	Experiment Hours	Experiment Type	Notes
1	Scenario discussion	Recognize of main cultural difference at negotiation and negotiating style	2 class hours	In-class Discussion	
2	Introduction of company and products	Company and product presentation	2 class hours	Scenario Negotiation	
3	Enquiry and offer	Practice of enquiry and offer stage of international foreign trade	2 class hours	Scenario Negotiation	
4	Concession and Pricing	Practice of pricing negotiation international foreign trade	3 class hours	In-class Discussion; Scenario Negotiation	
5	Payment and Transportation	Practice of negotiation about payment and transportation terms at international foreign trade	3 class hours	In-class Discussion; Scenario Negotiation	
6	Foreign Trade Case Practice	Organize a complete negotiation about international trade case	4class hours	Scenario Negotiation	

**8. Grading Policy**

Grading Computation	Exams and Assignments	Percentage	No. of the Learning Outcomes evaluated
X1	Foreign Trade Case Practice	40%	L011/ L033/ L081
X2	Chapter Tasks	30%	L011/ L033/ L081
X3	Situational Dialogues	20%	L011/ L033/ L081
X4	In-class Discussion	10%	L011/ L033/ L081



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