

## 【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 (Eighth Edition), Roy J. LEWINSKI, Bruce BARRY, David M. Saunders, Mc Graw Hill Education, 中国人民大学出版社】

**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/232849105.html>

**Preface Course:** 【College English4 2020015 (4), International Trade Practice 2060901 (3)】

#### 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: Understand the viewpoints and needs of others, respect the worth value of others and able to clearly express their opinions and suggestions in written and spoken English, and can communicate with customers and colleagues in different department. Establishing friendly and sustainable business relations	●
LO21 : Set the goals according to the economic climate,. Apply collective, analysis, discuss and practice data of new knowledge, new technologies, new situations to realize study goals.	
LO31: Ability of international goods trade: Apply the knowledge of international trade, theory, law and rule, develop international market, establishing business relations, sign the contract and execute the contract.	
LO32: Ability of international service trade, apply regulation and law, provide consulting and strategy for government and enterprises to open the market.	
LO33 : Ability of negotiation in international business: sourcing customer's information through different channel, use tactics and technique of negotiation to meet customer's needs through cooperation	●
LO34 : The ability of financial econometrics analysis, learn the economy behavior and outcomes of society and single economy unit. Know the relation of variables, to analysis the economic issues with Qualitative and quantitative description analysis, forecast the tendency of economic development.	
LO35 : Take precaution against the risk of exchange rate and goods itself : recognition the risk from payment and transaction	
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: it has the basic ability to express communication and cross -cultural understanding in foreign languages, and has the awareness of international competition and cooperation.	●

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

No.	Course	Course Objectives (Detailed Expected	Teaching and Learning	Assessment Methods
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	<b>Expected Learning Outcomes</b>	<b>Learning Outcomes)</b>	<b>Methods</b>	
1	L0111	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	L0332	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	L0812	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 cable 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
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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%	L0111/ L0332/ L0812
X2	Chapter Tasks	30%	L0111/ L0332/ L0812
X3	Situational Dialogues	20%	L0111/ L0332/ L0812
X4	In-class Discussion	10%	L0111/ L0332/ L0812

Instructor:

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Time: 2024.3.1

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