**Syllabus of Cross-culture Business Communications**

**跨文化商务交流课程教学大纲**

**Course Code (课程代码):**21238011

**Course Name (课程名称)：**Cross-culture Business Communications/跨文化商务交流

**Semester (开课学期):** 7

**Total Credits (学分)/ Academic Hours (学时):** 3/48【Theoretical Hours（理论学时）: 48】

**Course Type（课程类别）:** Speciality Composite Technical Course/ Speciality Elective Course（专业复合/跨专业选修课）

**Applicable Major/Target Students（适用专业**/**开课对象）:** Economics (Financial Services Concentration)【经济学（中美班）专业】

**Pre-required Courses:** Basic knowledge of Chinese Survey

**Offered by（开课单位）:** School of Humanity and International Education（人文与国际教育学院）

**Teaching Group Led by（团队负责人）:**Yang Tongyong（杨同用）

**Prepared by（执笔人）:**Wang Yujun（王誉俊）

**Reviewed by（审核人）:**

**Approved by（审批人）:**

**1. Course Overview (including course description, objectives, outcomes, content)【课程简介（包含课程性质、目的、任务和内容）】**

Cross-cultural communication is a field of study that looks at how people from differing cultural backgrounds communicate, in similar and different ways among themselves, and how they endeavor to communicate across cultures.

Cross-culture Business Communications is a professional elective course for non-native speakers of Chinese. This course will introduce the main line of business and cultural knowledge, and language analysis to combine learning and guide students with in-depth basic knowledge of Chinese business culture, language and cultural psychology cultural communication, students in the business environment, cross-cultural communicative competence.

The study of languages other than one's own can serve not only to help one understand what we as humans have in common, but also to assist in the understanding of the diversity which underlines our languages' methods of constructing and organizing knowledge. Such understanding has profound implications with respect to developing a critical awareness of social relationships. Understanding social relationships and the way other cultures work is the groundwork of successful globalization business affairs.

**2. Teaching and Learning Content, Requirements and Academic Hour Allocation（教学内容、基本要求及学时分配）**

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| **Course Schedule** | |
| Week | Topics |
| 1-2 | Introduction: Basic Concept of Communication, Culture, Cross Cultural Communication |
| 3-4 | Relationship between Communication and Culture ；Cultural Difference between Verbal and Nonverbal Communication |
| 5 | **Typical Response to Unfamiliar cultures** |
| 6-7 | **Intercultural Business Case Analysis** |
| 8-9 | **Intercultural Dynamics in the International Company and Intercultural business stimulant negotiation;The role of language in Intercultural Business communication** |
| 10 | **Information, Decisions, and Solutions** |
| 11 | **Individual Case Presentation** |
| 12 | **Intercultural Negotiation** |
| 13-14 | **Legal and Governmental Considerations in Intercultural Business Communication** |
| 15 | **The Influence of Business Structures and Corporate Culture on Intercultural Business Communication** |
| 16 | Review |

**3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements（课内外教学环节教学安排及基本要求）**

**(1) Class Attendance**

School policy dictates that attendance is mandatory. You should come to every class on time, stay for the entire class, and be attentive during the class unless you have a family or health related emergency. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

**(2) Final Exam**

The written, close-textbook final exam will be given at end of the semester. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. A sample of the final exam will be posted for your reference before the exam.

**4. Extracurricular Learning Requirements（课外学习要求）**

**(1) Class Preparation**

As a guideline, you should expect to spend at least 3 hours per week preparing for class. I will let you know what we will study next week. Do not get behind. You need to spend significant time on class preparation before every class rather than letting work pile up.

**(2) Homework**

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it should be your individual work. You should submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade.

**(3) Research Paper**

The students are also required to submit a research paper which is regarding economic theory and/or its applications, one current and real-world economic issue and so on. The purpose of this paper is to improve the ability of economic research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

**5. Grading Policy（考核内容及方式）**

The course evaluation grade is dependent on in-semester evaluation as follows:

100% assessment in in-semester evaluation which includes attendance, assignments, quizzes, course report. The evaluation mainly checks learning attitudes, fundamental concepts and terminology in and the principles, design procedure, construction, and quality control and assurance of various ground improvementtechniques, critical thinking and problem-solving abilityand communication skills.

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| --- | --- |
| **Grading** | |
| Homework Assignments, Research Paper, Quizzes and Class Participation, etc. | 50% |
| Final Exam | 50% |

**Grading System:** Hundred-mark system (); Five-grade system (√); Two-grade system ( )

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 55; F: below 55

(2) Two-grade system: P: from 100 to 55; F: below 55

**EvaluationType:** Exam based (√); Non-Exam based ()

**6. Continuous Improvement（持续改进）**

According to the feedback from in-semester evaluation, class discussions, seminars, practical work, final exam, students, supervisors of teaching and learning, teaching and learning quality of this course will be timely and continuously improved in the ongoing and the next course round so that attainment of the corresponding graduate attributes can be guaranteed.

**7. Textbook(s) and References（教材及参考资料）**

**Suggested Textbook(s):**

[1] Beamer, L., & Varner, I. (2006)3rd Ed, Intercultural, Communication in the Global Workplace. The McGraw –Hill Companies, U.S.A