



## **CIEE in Shanghai, China**

<b>Course name:</b>	Intercultural Communication and Negotiation
<b>Course number:</b>	BUSI 3005 SBLC / COMM 3001 SBLC
<b>Programs offering course:</b>	Shanghai Accelerated Chinese Language, Shanghai Business, Language and Culture, Shanghai China in a Global Context
<b>Language of instruction:</b>	English
<b>U.S. Semester Credits:</b>	3 semester/4.5 quarter hours
<b>Contact Hours:</b>	45
<b>Term:</b>	Fall 2018

### **Course Description**

This is a theory and application class. This course is for students who want to expand their communication skills, while examining the culture of communications and negotiations internationally and in China.

We will discuss current issues in international communications with a focus on China. We will have discussions with legal professionals, business owners and executives who are living and working in China.

We will discuss negotiations, communications and the international business environment in China and the different ethnicities and sub-cultures of Chinese people in China.

### **Learning Objectives**

Students will examine and discuss communication techniques and skills. Students will be able to apply elements and aspects of international communications, speaking and negotiation skills. Students will better understand cultural influences in communications. Students will be able to speak with confidence, knowledge and poise when needed, upon request.

### **Methods of Instruction**

The Socratic Method will be used to facilitate class discussions. Materials will be provided by the professor. Classes will be discussion based and will include the use of PowerPoint, videos, guest lecturers, fieldtrips, class debates, and lectures.

### **Assessment and Final Grade**



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Components of final grade: Class and Field Trip Attendance (25%); Classroom Participation (25%); Pop Quizzes (25%); and Final Debate Exam (25%). All of these equally weighted components will be fulfilled in class. Attendance for field trips will be taken in class at the beginning of the field trip.

If you withdraw from this class, it must be done officially with the CIEE administration. All grades are final and not subject to discussion.

## **Course Requirements**

### **Class Attendance, Participation and Field Trips (50% of final grade)**

Students are to:

- Arrive on time and attend all class sessions;
- Participate and contribute actively to class discussions;
- Read assigned materials in advance of each class to facilitate class discussions; and
- Attend all guest lectures and field trips associated with the course.

Up to three absences may be excused by the professor for good cause. Any absences beyond three will result in failure of this grading component unless excused by the professor for very good cause. Active class participation means coming to class prepared to discuss the assigned topic and then participating in classroom discussions as prompted by the professor and your classmates. Repeated failures to prepare for or participate in class will affect this grading component. For further information on attendance, refer to the Section on Academic Standard & Disciplinary Procedure in the BLC Academic Handbook. Together, class attendance and participation will constitute 50% of your final grade.

**Field Trips** – students must attend each field trip and discuss what they learned during review in the next class.

### **Two Pop Quizzes (25% of final grade)**

Expect two (2) unannounced (pop) quizzes related to assigned readings. Each quiz will consist of ten (10) simple questions (multiple-choice and/or fill-in-the-blank). Each quiz will be given at the beginning of a class, without prior notice. No more than 30 minutes will be allowed for completion. The aim of these quizzes is to encourage you to keep up with assigned readings and to provide you with additional objective grading components for your final grade. Together, these two pop quizzes will constitute 25% of your final grade.

### **Final Debate Examination (25% of final grade)**

On the final day of class, each student will participate in a formal debate. The topic (resolved) will be selected from class discussions and topics.

**Final Debate** – students are judged on:

- the quality of their arguments in supporting their position
- evidence used to support statements
- depth of research in using supporting documents, articles and papers to support position
- ability to rebut opponents position
- questions asked and answered
- exhibit knowledge of material discussed in class

The students must show their use of communications skills and techniques learned in class. Students must provide persuasive reasons for their arguments with supporting evidence.

### Weekly Schedule

Week 1	Introduction and Overview
Week 2	Intercultural communications in China/culture analysis
Week 3	Culture class - Old Shanghai; Shanghainese Culture and Field Trip
Week 4	Communications skills: Extemporaneous/Impromptu speaking in business
Week 5	Cultural communications differences in business and law
Week 6	Communications class and Field Trip
Week 7	Negotiations and cultural assumptions
Week 8	Persuasion: what is it and how to use it in policy/business negotiations
Week 9	Business in China class and Field Trip
Week 10	Debating policy and shaping law
Week 11	Course Wrap Up; Preparation for the Final Class Debate
Week 12	Final - Class Debate

**\*Please note that we will also take an additional 3 field trips for three hours. For 3 of the 12 weeks above, the class will meet twice during the week to attend additional field trips to talk to professionals in Shanghai.**

**\*The above schedule is subject to change, with adequate notice to students, based on holidays, field trips and guest speakers.**

### Readings

All reading assignments and class material will be provided by the professor in advance of each class. Students are expected to have read the material before class for discussion in class.

## Reading and Resources List

### Books

1. Trouble in the Middle: American-Chinese Business Relations, Culture, Conflict, and Ethics, by Steven P. Feldman. 2013
2. What Chinese Want: Culture, Communism and the Modern Chinese Consumer, by Tom Doctoroff. 2012
3. The Ethnic Groups of China, by Wu Shimin. Foreign Language Press. Beijing, China. 2011
4. Outliers: The Story of Success, by Malcolm Gladwell. 2008. (The Ethnic Theory of Plane Crashes, “Captian, the weather radar has helped us a lot.” Chapter 7, pp. 177 – 223.) (Rice Paddies and Math Tests, “No one who can rise before dawn three hundred sixty days a year fails to make his family rich.” Chapter 8, pp. 224 – 249.)
5. Presentation Zen: Simple Ideas on Presentation Design and Delivery, by Garr Reynolds. 2008
6. Chinese Etiquette & Ethics in Business, by Boye Lafayette De Mente. 2004
7. Etiquette Guide to China: Know the rules that make the difference!, by Boye Lafayette De Mente. 1998
8. Mr. China: A Memoir by Tim Clissold. 2006
9. Harvard Business Review: Doing Business in China. (Chapter on The Chinese Negotiation, by John Graham and N. Mark Lam)
10. The 48 Laws of Power, by Robert Greene. 2000
11. Chinese Business Etiquette: A Guide to Protocol, Manners, and Culture in the People’s Republic of China, by Scott D. Seligman. 1999
12. The Elements of Persuasion, by William A. Covino. 1997

### Web Resources

China Daily – [www.chinadaily.com.cn](http://www.chinadaily.com.cn)



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Shanghai Daily - [www.shanghaidaily.com](http://www.shanghaidaily.com)  
City Weekend – [www.cityweekend.con.cn](http://www.cityweekend.con.cn)  
That's Shanghai - [www.thatsshanghai.com](http://www.thatsshanghai.com)  
Asia Expat - <http://shanghai.asiaxpat.com>  
Communist Party - <http://english.cpc.people.com.cn>  
Xinhua - [news.xinhuanet.com](http://news.xinhuanet.com)  
Global Times - [www.globaltimes.cn](http://www.globaltimes.cn)  
China US Exchange Foundation - <http://www.chinausfocus.com>

**Additional Resources for China-US Communications**

Joint Center for Political and Economic Studies  
The Brookings Institute  
US-Asia Institute  
U.S. China Business Council  
Center for Strategic and International Studies  
American Chamber of Commerce in Shanghai  
The Heritage Foundation