



CIEE Global Institute – Shanghai

Course name:	Intercultural Communication and Negotiation
Course number:	BUSI 3005 SBLC / COMM 3001 SBLC
Programs offering course:	Shanghai Accelerated Chinese Language, Shanghai Business, Language and Culture, Shanghai China in a Global Context
Language of instruction:	English
U.S. Semester Credits:	3 semester/4.5 quarter hours
Contact Hours:	45
Term:	Spring 2020

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 technics and skills. Students will be able to apply elements and aspects of international communications, speaking and negotiation skills. Students will better understand the influence of culture on communication. Students will be able to speak with confidence, knowledge and poise when needed, upon request.

Course Prerequisites

There are no prerequisites required for this course.

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, video, guest lecturers, fieldtrips, class debates, and lectures.

Assessment and Final Grade

Components of final grade:

1.	Class Participation	20%
2.	Pop Quizzes (2 pop quizzes)	20%
3.	Midterm exam	20%
4.	Culture Partner Interview/Presentation	20%
5.	Final Debate Exam	20%

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

1. Class Participation (20% of final grade)

- Participate and contribute actively to class discussions;
- Read assigned materials in advance of each class to facilitate class discussions; and
- Ask and answer questions when called upon by the professor or classmates

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.

2. Two Pop Quizzes (20% of final grade; each 10%)

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.

3. Midterm exam (20% of final grade)

There will be an in-class midterm exam. The exam will be mainly short answer essay questions and will take place in Week Seven. Specific instructions about the exam will be announced before Week Five.

4. Cultural Partner Interview/Presentation (20% of final grade)

Students must find a local cultural partner who is Chinese from mainland China. Students will prepare a 15 question survey and interview their cultural partner.

- The survey must cover three different aspects and elements of both subjective culture and objective culture. (Examples may include food, transportation, entertainment, art, music, education, fashion, travel, etc.).
- Students will have no more than 10 minutes to present the findings of their survey to the class. Please keep in mind while preparing your survey that some culturally sensitive topics, such as politics, may be off limit.
- Students must email their 15 question survey to the professor by the end of class on Week 7.

5. Final Debate Examination (20% 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 opponent's 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.

Class attendance and Field Trip:

Students are to:

- Arrive on time and attend all class sessions; 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. For further information on attendance, refer to the Section on Academic Standard & Disciplinary Procedure in the BLC Academic Handbook.

Students must attend each field trip and discuss what they learned during review in the next class.

- Students must arrive on time and leave together for the field trip.
- Students must stay together during the field trip.
- Students must leave together to go back to the university after the field trip. The ride back to the university is part of the field trip.
- Students cannot leave the site of the field trip on their own, without permission from the professor.

WeeklySchedule

Week 1

Introduction and Overview

Syllabus review: What is this class? What are the course requirements and how is your grade assessed?

Introducing yourself

Week 2

Intercultural Communications in China/culture analysis

What is Culture/Intercultural Communications/Intercultural Competence?

Chinese Business Communications Culture

Ethnicity in China

Readings:

- Gladwell, Malcolm 2008, pp. 177 – 223
- Bennett 1998, pp. 1 – 5
- Wu, Shimin 2011, pp. 1 – 10



Week 3

Culture class and Field Trip

Shanghainese Culture as a Subculture of Chinese Culture – China is not monolithic.
Shanghai Urban Planning Exhibition Center at People’s Square

Week 4

Communications Skills: Extemporaneous/Impromptu Speaking in Business/Speaking on Your Feet

The Three T’s of Public Speaking

Readings:

- Intercultural Communications Definitions and Notes (handout by professor)
- Elements of Public Speaking (handout by professor)

Week 5

Stereotypes, Cultural Generalizations and Cultural Value Patterns

Readings:

- Bennett 1998, pp. 5 – 32
- Plous 2003, pp. 3 – 48

Week 6

Communications class and Field Trip Shanghainese people in Shanghai

A Walking Tour of Old Shanghai

Lao Xi Men

Confucius Temple

Week 7

Chinese Communications and What You Think You Know/ Communicating the Chinese Way Midterm exam

Readings:

- Zhang, Hai Hua and Geoff Baker 2008, pp. 80 - 98

Cultural Partner Interview/Presentation

Students must email their 15 question survey to the professor by the end of class on Week 7.

Week 8

Negotiations and Cultural Assumptions The Chinese Negotiation

Readings:

- Graham, John L. and N. Mark Lam 2004, pp. 31 – 55
- De Mente 1998, pp. 121 – 150

Week 9



Business in China class and Field Trip

Visit to a local business to discuss cultural challenges in doing business in China

Week 10

Social Media in China

Readings:

- Understanding Social Media in China (handout by professor)
- Digital, Social and Mobile in China (handout by the professor)

Week 11

What is Your Story of China?

Video: "The Danger of a Single Story," Ted Talk by Chimamanda Ngozi Adichie

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.

Course Materials

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.

Bennett, M.J. *Intercultural communication: A current perspective*. In M.J. Bennett (Ed.), *Basic concepts of intercultural communication: Selected readings*. Boston, MA: Intercultural Press, 1998

Clissold, Tim. *Mr. China: A Memoir by Tim Clissold*. Constable, 2010

Covino, William A. *The Elements of Persuasion*. Allyn & Bacon, 1997

De Mente, Boye Lafayette. *Chinese Etiquette & Ethics in Business*. McGraw Hill, 2004

De Mente, Boye Lafayette. *Etiquette Guide to China: Know the rules that make the difference!* Tuttle, 1998

Doctoroff, Tom. *What Chinese Want: Culture, Communism and the Modern Chinese Consumer*. Palgrave MacMillan, 2012

Feldman, Scott. *Trouble in the Middle: American-Chinese Business Relations, Culture, Conflict, and Ethics*. Routledge, 2013

Gladwell, Malcolm. *Outliers: The Story of Success*. Little, Brown and Company, 2008

Greene, Robert. *The 48 Laws of Power*. Penguin Books, 2000



- Harvard Business Review on Doing Business in China. Graham, John and N. Mark Lam. "The Chinese Negotiation." HBS Press, 2004
- Plous, S. *The psychology of prejudice, stereotyping, and discrimination: An overview*. In S. Plous (Ed.), *Understanding prejudice and discrimination*. New York: McGraw-Hill, 2003. Available online at <http://www.understandingprejudice.org/apa/english/>
- Reynolds, Garr. *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. Reynolds, 2008
- Seligman, Scott D. *Chinese Business Etiquette: A Guide to Protocol, Manners, and Culture in the People's Republic of China*. Warner Books, 1999
- Wu, Shimin. *The Ethnic Groups of China*. Foreign Language Press. Beijing, China, 2011
- Zhang, Hai Hua and Geoff Baker. *Think Like Chinese*. The Federation Press, 2008

Videos

- "The Danger of a Single Story," Ted Talk by Chimamanda Ngozi Adichie. Available at http://www.ted.com/talks/chimamanda_adichie_the_danger_of_a_single_story?language=en (www.ted.com and search for 'Danger of a Single Story')