



## **BUS/COMM 360E International business communication**

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Semester: Fall 2023  
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**Course information:**  
Fall, 2023

### **Course Description**

This course is aimed at introducing the students to the fundamentals of international business communication and to the main stages that must be attained to conduct an international negotiation. To this end, the syllabus pays special attention to the essential features of the international negotiation process, analyzing the main stages of the negotiation (preparation, negotiation, contracts, and outcome assessment) and working with case studies. These cases will be approached from a practical point of view with simulation exercises emulating different contexts and situations in which companies from different nations meet in order to achieve specific economic and/or strategic objectives. Likewise, the syllabus considers the importance of the use of verbal and nonverbal language and the role of culture to initiate and preserve the international commercial relationship, in which individuals from different cultural and educational backgrounds interact. Thus considering the differences related to: register and formality, strategic and cultural approaches, practices and traditions, and languages.

This course is especially addressed to students willing to delve into the fundamental elements of the communication that occurs when companies from different countries interact as well as to develop an intercultural communicative competence in the business sphere. In essence, the course combines the study of theoretical and practical aspects – entrepreneurial, sociocultural, and linguistic– of the commercial relationship, with the development of specific strategic and preparatory skills to conduct the international negotiation.

### **Methodology**

The course is mainly practical although it includes a theoretical-practical unit aimed at laying the foundations for the subsequent development of negotiation skills in an international environment from a strategic and communicative point of view. With regards to the practical activities, exercises aimed at the preparation of the negotiations (strategies and communication) and actual negotiations (simulation exercises) will be scheduled. These activities, always guided by the instructor, will integrate theoretical aspects so that these can be learned through reflection. The exercises and tasks in this course will be prepared individually and in groups (in and outside the classroom).

## Learning Objectives

Students are expected to:

- understand the fundamental features of the international negotiation and the international business relationship which must be considered to communicate in the international (and intercultural) business sphere;
- know the main components of the international communication;
- acquire the basic skills required to prepare an international negotiation;
- initiate and conduct an international negotiation (beginner level);
- and respect professional ethics in the negotiation.

## Course Materials

Readings and Slides provided by the instructor.

## Course Requirements and Grading

Your final grade will be calculated according to the following criteria (continuous assessment):

- Participation, submission of assignments, and in-class participation 40% is distributed as follows:
  - In-class active participation: **10%\*** (*as per rubric on page 6*)
  - Project 1 “Different approaches to the business relationship: international case study”. Presentation in class of a case study focused on the description of the strategic, cultural, and communicative differences of two companies (from different nations) willing to establish a commercial relationship. Teamwork. U1. **15%**
  - Project 2 “Preparation of the negotiation: case study”: presentation in class of all the aspects that must be considered for a specific case of negotiation (documentation stages and strategies to be implemented during the negotiation). Teamwork. U2. **15%**
- Midterm Exam: theoretical test on the fundamental features of the business relationship that must be considered to conduct an international negotiation. **30%**
- Final Exam: practical assessment of a negotiation that will be held in the classroom. Students will implement the negotiation strategies previously designed and conduct the negotiation. Both the implementation of the strategies (communication, respect of business ethics and consideration of entrepreneurial and intercultural aspects), and the outcome of the negotiation (achievement of objectives) will be assessed. **30%**

Language of instruction: English

Workload: students are expected to work 1,5-3 hours/week (independently or in groups)

Assignments and presentations: assignments must be submitted/presented on the date established in the course schedule at the beginning of the semester.

## **General Course Policies**

Each student is expected to be familiar with the course syllabus. Students are expected to focus their full attention on the class, arrive on time, and stay until the class ends. Leaving the classroom on repeated occasions is disturbing both your professor and your classmates and may adversely affect your participation grade. Please make use of the 10-minute breaks in between classes to fill your bottle of water, use the restroom, etc.

Students are expected to listen and respect other points of view. Phone calls, social media, email or internet browsing at any time during class are not acceptable except for specific class-related activities expressly approved by your instructor.

Students will be held responsible to be up to date by attending class regularly and checking both email and the Blackboard site of the course frequently (monitor your email and Blackboard announcements at least once every 24 hours).

Communicating with your instructor: Students may contact the instructor during the course through the email address provided (please see page 1 of this document).

Please allow at least 48 hours for your instructor to respond to your emails. The weekend is not included in this timeframe. If you have any urgent request or question for your professor, be sure to send it during the week.

## **Attendance and Punctuality**

Attendance is mandatory at all classes. As we understand that you might fall ill or be unable to come to class (e.g. due to a religious holiday, a flight delay, a family wedding/reunion, a graduation, a job interview, etc.) at some point during the semester, up to 4 absences are allowed. You will be responsible for the material covered and any work missed. You will not need to justify your absences (up to 4) in any way unless you miss an exam, a presentation, a quiz, etc. In this case, you must present a doctor's note (signed, stamped and dated) to be able to reschedule the exam, etc. It will still count as an absence, but you will be allowed to retake the exam, etc. We do not encourage you to use all 4 days unless you really need them as your participation grade may suffer if you are not in class. If used unwisely and you get sick later in the semester, the following penalties will apply:

- On your 5<sup>th</sup> absence, 1 point will be taken off your final Spanish grade.
- On your 6<sup>th</sup> absence, 3 points will be taken off your final Spanish grade.
- On your 7<sup>th</sup> absence, you will automatically fail

## **Academic Honesty**

Academic integrity is a guiding principle for all academic activity at Pablo de Olavide University. Cheating on exams and plagiarism (which includes copying from the Internet) are clear violations of academic honesty. A student is guilty of plagiarism when he or she presents another person's intellectual property as his or her own. The penalty for plagiarism and cheating is a failing grade for the assignment/exam and a failing grade for the course. Avoid plagiarism by citing sources properly (using footnotes and a reference list).

## Learning accommodations

If you require special accommodations, you must stop by the International Center to speak to the Faculty Coordinator, Marta Carrillo Orozco (mcaroro@acu.upo.es) to either turn in your documentation or to confirm that our office has received it before September 29<sup>th</sup>..

## Behavior Policy

Students are expected to show integrity and act in a professional and respectful manner at all times. A student's attitude in class may influence his/her participation grade. The professor is entitled to ask a student to leave the classroom if the student is unruly or appears intoxicated. If a student is asked to leave the classroom, that day will count as an absence regardless of how long the student has been in class.

## COURSE CONTENT:

Units	Contents
Unit 1	1. Introduction to the fundamental features of the business relationship and to communication in business environments <i>Strategic, communicative, and intercultural elements intervening in the relationship between agents from different nations</i> <b>(Midterm Exam)</b>
Unit 2	2. Introduction to international negotiations: preparing and conducting the negotiation Essential stages of the negotiation: preparation, negotiation (BATNA & ZOPA), contract, and outcome evaluation. Case studies. <b>(Final Exam)</b>

## COURSE SCHEDULE:

Week	Date	Content
1	Wed, Sep 13	<b>Presentation and introduction to BUS COMM 360E:</b> Course overview (contents, objectives, dates)
2	Mon, Sep 18	<b>The international business relationship (I): culture</b>
	Wed, Sep 20	The international business relationship (II): communication
	Fri, Sep 22	The international business relationship (III): strategy and ethics

3	Mon, Sep 25	<b>The internationalization process (I): overview</b>
	Wed, Sept 27	The internationalization process (II): company profiles / phases. Explanations for Project 1.
4	Mon, Oct 2	<b>Project 1: Different approaches to the business relationship:</b> international case study (in-class preparation)
	<u>Wed, Oct 4</u>	<u>Project 1: Case-studies' presentations (15%)</u>
5	Mon, Oct 9	Case studies' analysis and feedback
	Wed, Oct 11	Unit 1 review
6	<u>Mon, Oct 16</u>	<b>Midterm exam (30%): fundamental features of the international business relationship</b> to conduct an international negotiation (context-related considerations)
	Wed, Oct 18	Follow up: International business relationship and negotiation overview & Feedback on U1.
7	Mon, Oct 23	<b>Stages of the international negotiation (I): Getting prepared</b>
	Wed, Oct 25	Stages of the international business negotiation (I.I.): Getting prepared (BATNA&ZOPA)
8*	Mon, Oct 30	Let's practice: getting prepared for the international negotiation ('Koh Samui' Case Study)
9	Mon, Nov 6	<b>Stages of the international negotiation (II): Strategies during the negotiation</b> <i>Application of strategies and evaluation of results/outcome</i>
	Wed, Nov 8	Stages of the international business negotiation overview: from documentation to closing. Explanations for Project 2 and next week Practice
10	Mon, Nov 13	<b>Let's practice: 'Morocco' Case study</b> (preparation - tips for Project 2)
	Wed, Nov 15	Let's practice: Morocco Case study (1,2,3 ACTION - tips for U2 evaluation)
11	Mon, Nov 20	<b>Stages of the international negotiation (III): Closing and evaluation of results.</b> Group work: results from Morocco case will be evaluated [Self / peer assessment]
	Wed, Nov 22	<b>Stages of the negotiation:</b> overview & communicative features
12	Mon, Nov 27	Stages of the negotiation: conclusions and introduction to project 2
	Wed, Nov 29	Project 2 Case Study Assignment: case, context, and roles
13*	Mon, Dec 4	Project 2 Case Study Preparation
14	<u>Mon, Dec 11</u>	<b>Project 2 "Preparation of the negotiation: case study" (15%):</b> presentation in class of all the aspects that must be considered for a specific case of negotiation
	Wed, Dec 13	Unit 2 Content review & Project 2 assessment
	TBC	<b>Final exam (30%)</b> Negotiation

- Underlined dates: date with evaluable activity/exercise.
- Weeks marked with an asterisk: no Wednesday session this week.
- This schedule may suffer slight variations, if deemed necessary, to address the needs of the students.

IN-CLASS PARTICIPATION (ACTIVE ATTENTION AND VALID INPUT DURING LECTURES) WILL BE EVALUATED AS PER THE FOLLOWING RUBRIC

	A (90-100)	B (70-85)	C (60-69)	D (45-55)	F (-)
<b>Preparation &amp; Commitment</b>	Student is <b>always</b> (>90%) prepared for class (assignments, readings, or others required by the instructor).	Student is <b>almost always</b> (>80%) prepared for class (assignments, readings, or others required by the instructor).	Student is <b>usually</b> (60-80%) prepared for class (assignments, readings, or others required by the instructor).	Student is <b>rarely</b> (50-60%) prepared for class (assignments, readings, or others required by the instructor).	Student is <b>almost never</b> (<40%) prepared for class (assignments, readings, or others required by the instructor).
<b>Active Listening &amp; Engagement</b> <i>shown in contributions</i>	Student <b>actively listens</b> when others talk (both in groups and in class) and <b>incorporates</b> the ideas of other classmates (more than once per session).	Student <b>listens</b> when others talk (both in groups and in class) and <b>incorporates</b> the ideas of other classmates (at least once per session).	Student <b>sometimes listens</b> when others talk (both in groups and in class) and <b>incorporates</b> the ideas of other classmates (at least once a week).	Student <b>rarely listens</b> when others talk and <b>fails to properly incorporate</b> the ideas of other classmates.	Student <b>almost never listens</b> and does <b>not participate</b> or does so with irrelevant contributions.
<b>In-class Behavior</b>	Student <b>never</b> displays a disruptive behavior during the sessions.	Student <b>almost never</b> displays a disruptive behavior during the sessions (<1).	Student <b>rarely</b> displays a disruptive behavior during the sessions (1-2).	Student <b>occasionally</b> displays a disruptive behavior during the sessions (2-3).	Student <b>frequently</b> displays a disruptive behavior during the sessions (>3).