

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

### **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%** 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.

## **Student engagement policy**

Student's engagement will account for at least 20% of the final grade for every course, thus highlighting its significance for high-impact learning.

Students will receive two engagement grades: a mid-term grade (at least 10%) and an end-of-semester grade (at least 10%).

An engagement rubric is provided to ensure transparent and consistent grading.

### Absences and lack of engagement

Absences during the add/drop period do not count against students' engagement grade, but may impact their performance in the course.

As a consistent lack of academic engagement may raise concerns about a student's overall academic performance, the following steps will be taken in order to support students' success:

#### **Initial outreach – after missing 3 classes\***

E-mail from professor reiterating engagement policy and consequences for additional absences.

\* 1 class for courses that meet once a week and 6 classes for courses that meet daily.

#### **Second outreach – after missing 4 classes\***

E-mail from professor and notification of academic staff at the International office.

\* 2 classes for courses that meet once a week and 8 classes for courses that meet daily.

#### **Academic probation – after missing 6 classes\***

Student is called in for a meeting with academic staff at the International office. Automatic notification of home institution and further academic consequences.

\* 3 classes for courses that meet once a week and 12 classes for courses that meet daily.

Any additional absences will result in a failing grade.

**The rubric used to evaluate students' engagement is the following:**

Criteria	Exemplary (9-10)	Proficient (7-8)	Passing (5-6)	Poor (0-4)
<b>Attendance</b>	Arrives on time and stays for the entire duration of class. No absences, or if absent once, demonstrates knowledge of course material missed.	Misses no more than two sessions or is occasionally late. Demonstrates knowledge of course material missed.	Misses 3 or 4 sessions or frequently arrives late/leaves early; exhibits little knowledge/interest regarding course material missed.	Misses 5 or more sessions and does not demonstrate knowledge of course material missed.
<b>Preparation</b>	Consistently well-prepared; demonstrates deep understanding of readings and completes assignments.	Usually prepared; completes readings with some understanding and usually completes assignments.	Occasionally prepared. Demonstrates limited understanding of materials and occasionally completes assignments.	Rarely prepared; minimal effort to engage with course materials.
<b>Participation</b>	Actively participates in discussions with thoughtful comments/questions; demonstrates knowledge of the material and critical thinking skills.	Participates often demonstrating knowledge of material and critical thinking skills.	Participates once in a while or contributions lack depth or relevance.	Does not participate or is disruptive during discussions.
<b>Attentiveness &amp; Respect</b>	Fully engaged and attentive during all sessions; respectful to professor and fellow students. Use of laptop/tablet for notetaking only; no cellphone use.	Generally attentive, with very infrequent lapses in focus and use of electronic devices for non-class related purposes. Respectful to professor and fellow students.	Occasionally inattentive or disengaged. Use of electronic devices for non-class related purposes thus showing disrespect towards professor and fellow students.	Rarely attentive, focused or responsive. Repeated use of electronic devices for non-class related purposes thus showing disrespect towards professor and fellow students.
<b>Collaboration &amp; Feedback</b>	Effectively collaborates with peers in group or in-class activities following professor's instructions. Incorporates feedback to improve learning & performance.	Collaborates frequently with peers or in in-class activities. Incorporates feedback and makes moderate efforts to improve learning & performance.	Occasionally works well with peers but does not contribute substantially to in-class or group assignments. Responds to feedback inconsistently with minimal improvement.	Does not collaborate with peers, does not complete in-class or group assignments. Ignores feedback.

## 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](mailto:mcaroro@acu.upo.es)) to either turn in your documentation or to confirm that our office has received it.

## 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.

## About using Artificial Intelligence (AI)

The use of AI tools such as grammar checkers, ChatGPT, etc. and automatic translation tools is prohibited unless expressly permitted by the instructor to enhance the students' learning experience. Plagiarism includes, but is not limited to, the unacknowledged use of these tools to create content submitted as one's own. If the use of any of these tools is suspected, the instructor may request notes and other materials used in preparing assignments. Students must retain these materials until final grades are posted. Failure to produce these materials when requested may negatively impact the student's grades.

## COURSE CONTENT:

Units	Contents
<b>Unit 1</b>	1. Introduction to the fundamental features of the business relationship and to communication in business environments Strategic, communicative, and intercultural elements intervening in the relationship between agents from different nations <b>(Midterm Exam)</b>
<b>Unit 2</b>	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:

SESSION	CONTENTS
1	<b>Presentation and introduction to BUS 360E:</b> Course overview (contents, objectives, dates)
<b>UNIT 1</b> <b>INTRODUCTION TO THE FUNDAMENTAL FEATURES OF THE BUSINESS RELATIONSHIP AND TO COMMUNICATION IN BUSINESS ENVIRONMENTS</b>	
2	<b>The international business relationship (I): culture</b>
3	The international business relationship (II): communication
4	The international business relationship (III): strategy and ethics
5	<b>The internationalisation process (I): overview</b>
6	The internationalisation process (II): company profiles. Explanations for Project 1.
7	<b>Project 1: Different approaches to the business relationship:</b> international case study (in-class preparation)
8	<u>Project 1: Case-studies' presentations (15%)</u>
9	Case studies' analysis and feedback
10	Unit 1 review
11	<b>Midterm exam (30%):</b> fundamental features of the international business relationship that must be considered to conduct an international negotiation (context-related considerations)
12	Follow up: International business relationship and negotiation overview & Feedback on U1.
<b>UNIT 2</b> <b>INTRODUCTION TO INTERNATIONAL NEGOTIATIONS: PREPARING AND CONDUCTING THE NEGOTIATION</b>	
13	<b>Stages of the international negotiation (I): getting prepared</b>
14	Stages of the international business negotiation (I.I.): getting prepared (BATNA&ZOPA)
15	Let's practice: getting prepared for the international negotiation (Simulation: Case Study #1)
16	<b>Stages of the international negotiation (II): Strategies during the negotiation</b> (application of strategies to Case1) and evaluation of results/outcome.
17	Stages of the international business negotiation overview: from documentation to closing. Explanations for Project 2 and next week Practice. And Project 2 case study voting (selection of business fields)
18	<b>Let's practice: Simulation Case study (#2)</b> (preparation - tips for Project 2)
19	Let's practice: Simulation Case study (1,2,3 ACTION - tips for U2 evaluation)
20	<b>Stages of the international negotiation (III): Closing and evaluation of results.</b> Group work: results from case #2 will be evaluated
21	<b>Stages of the negotiation:</b> overview & communicative features
22	Stages of the negotiation: conclusions and introduction to project 2
23	<b>Project 2 Case Study Assignment:</b> case, context, and roles
24	Project 2 Case Study Preparation
25	<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
26	Unit 2 Content review & Project 2 assessment.
	<b>Final exam (30%)</b>

- This schedule may suffer slight variations, if deemed necessary, to address the needs of the students.