



BUS/COMM 360E International business communication

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Semester: Fall 2023

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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 behavior: 40%
40% is distributed as follows:
 - In-class active participation: **10%*** (*as per rubric on page 5*)
 - Project “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. U1. **15%**
 - Project “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).U2. **15%**
- Midterm Exam: theoretical test on the fundamental features of the business relationship that must be considered to conduct and 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 5th absence, 1 point will be taken off your final Spanish grade.
- On your 6th absence, 3 points will be taken off your final Spanish grade.
- On your 7th absence, you will automatically fail

COVID-19

If the absence is related to COVID-19 pandemic, the procedure to follow will be in accordance with the legislation into force in the region of Andalusia, Spain.

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.

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> (Midterm Exam)
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. (Final Exam)

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