

## 《 商务谈判（英语） 》本科课程教学大纲

## 一、课程基本信息

课程名称	(中文) 商务谈判 (英语)				
	(英文) Business Negotiation (English Course)				
课程代码	2060847	课程学分		2	
课程学时	32	理论学时	8	实践学时	24
开课学院	商学院	适用专业与年级		国际经济与贸易 大三	
课程类别与性质	专业必修课	考核方式		考查	
选用教材	International Business Negotiation (Eighth Edition), Roy J. LEWINSKI, Bruce BARRY, David M. Saunders, Mc Graw Hill Education, 中国人民大学出版社. ISBN 978-7-300-14663-8			是否为马工程教材	否
先修课程	College English4 2020015 (4), International Trade Practice 2060901 (3) 大学英语 4 2020015 (4), 国际贸易实务 2060901 (3)				
课程简介	<p>"Business Negotiation (English)" serves as a English compulsory course for the International Economics and Trade major, emphasizing a strong integration of theory and practice. It closely aligns with the requirements for cultivating talents in international trade, focusing on the practical application of theories such as international business negotiation, international marketing, and strategic management in the context of international trade negotiation. The course aims to cultivate versatile foreign business talents proficient in both business negotiation and international trade knowledge and skills. Building upon classic theories of international business negotiation, it tightly integrates with the professional goals of international economics and trade education. The course incorporates a wealth of practical knowledge and skills training related to negotiation environments, processes, methods, techniques, and commonly used negotiation phrases in international trade practice. It expects students to master relevant knowledge and skills for engaging in business negotiation and international trade, while also fostering their professionalism.</p> <p>《商务谈判(英语)》作为国际经济与贸易专业的全英语专业必修课, 高度强调理论联系实践, 紧扣国际贸易人才的培养要求, 注重将国际商务谈判、国际市场营销、战略管理等理论综合应用于国际贸易谈判的实际业务中。课程以培养掌握商务谈判及国际贸易知识技能的复合型涉外商务人才为目标, 课程内容在经典的国际商务谈判理论的基础上与国际</p>				

	经济与贸易专业培养目标紧密结合,在课程内容中融入了大量关于谈判环境、谈判流程、谈判方法、谈判技巧及常用谈判句型等国际贸易实务中谈判相关的实用知识及能力训练,要求学生能够掌握从事商务谈判及国际贸易过谈判的相关知识能力,并培养学生的职业素养。		
选课建议与学习要求	<p>This course is suitable for junior students majoring in International Economics and Trade major. This course requires students to have basic English language skills. In addition, students should complete relevant courses on international trade practice and possess basic knowledge of international trade.</p> <p>本课程适用于国际经济与贸易专业大三学生。本课程要求学生具备基本的英语语言技能。此外,学生应完成国际贸易实践的相关课程,并具备国际贸易的基本知识。</p>		
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## 二、课程目标与毕业要求

### (一) 课程目标

类型	序号	内容
知识目标	1	<p>Understand the importance and the process of negotiation in an international business setting, master negotiation techniques, BATNA, negotiation styles, cultural frameworks, and the negotiation process.</p> <p>理解国际商务环境中谈判的重要性和过程，掌握谈判技巧、BATNA、谈判风格、文化框架和谈判过程。</p>
技能目标	2	<p>Be able to effectively grasp customer needs and negotiation styles in negotiations around the common interests of both parties, and flexibly adjust strategies. At the same time, combine international trade practical knowledge and international business negotiation skills to develop and implement appropriate negotiation strategies for each link, in order to handle foreign trade business problems.</p> <p>能够围绕双方共同利益，在谈判中有效把握客户需求与谈判风格，并灵活调整策略，同时结合国际贸易实务知识与国际商务谈判技巧，针对各环节制定并实施恰当的谈判策略，以处理外贸业务问题。</p>
	3	<p>Can comprehensively utilize English utilize English listening, speaking, reading, and writing skills for basic business negotiations, understand language and cultural differences in international negotiations, facilitate effective communication, and avoid cultural conflicts.</p> <p>能够综合运用英语听说读写能力进行基本的商务谈判，理解国际谈判中的语言和文化差异，促成有效沟通和避免文化冲突。</p>
素养目标 (含课程思政目标)	4	<p>Professional knowledge and moral education elements complement each other. Clarify the spirit of patriotism, integrity, dedication and fraternity, and establish values that meet the requirements of socialist morality. To equip students with a global perspective, cross-cultural communication skills, and a sense of social responsibility, guide them to adhere to the principles of integrity, respect international rules, promote fair transactions, respect cultural differences, and uphold cultural confidence in international business activities.</p> <p>专业知识与德育要素相辅相成。明确爱国、诚信、敬业、博爱的精神，树立符合社会主义道德要求的价值观。使学生具备全球视野、跨文化沟通能力以及社会责任感，引导他们在国际商务活动中坚守诚信原则，尊重国际规则，促进公平交易，尊重文化差异，坚持文化自信。</p>

	5	<p>By working in negotiation groups, students can cultivate a spirit of teamwork, learn to listen and express, respect and understand others, coordinate and compromise to reach consensus, cultivate a spirit of collective cooperation, and enhance team awareness and ability.</p> <p>能够通过谈判小组工作，培养学生的团队协作精神，学会倾听与表达，尊重与理解他人，协调与妥协，以达成共识，培养集体协作精神，增强团队合作意识和能力。</p>
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## (二) 课程支撑的毕业要求

<p>LO1 Moral Cultivation: support the leadership of the CPC, strengthen ideals and beliefs, consciously cultivate and actively promote socialist core values, strengthen political identity, foster family and country feelings, abide by laws and regulations, inherit Lei Feng's spirit, practice the eight character school motto of "gratitude, return, love, responsibility", actively serve others, serve the society, be honest and responsible, love and work.</p> <p>① Love the CPC and love China, firmly support the CPC's leadership, love the beautiful scenery, long history, and splendid culture of the motherland, and consciously safeguard national interests and dignity.</p> <p>④ Integrity and responsibility, honesty in character, keeping promises, diligence and hard work, striving for excellence, and the courage to take responsibility.</p> <p>LO1 品德修养：拥护中国共产党的领导，坚定理想信念，自觉涵养和积极弘扬社会主义核心价值观，增强政治认同、厚植家国情怀、遵守法律法规、传承雷锋精神，践行“感恩、回报、爱心、责任”八字校训，积极服务他人、服务社会、诚信尽责、爱岗敬业。</p> <p>①爱党爱国，坚决拥护党的领导，热爱祖国的大好河山、悠久历史、灿烂文化，自觉维护民族利益和国家尊严。</p> <p>④诚信尽责，为人诚实，信守承诺，勤奋努力，精益求精，勇于担责。</p>
<p>LO2 Professional Skills: Possess humanities literacy, theoretical knowledge and practical skills in foreign trade business, international marketing, and other related work.</p> <p>④ International business negotiation ability: able to collect customer information through different channels on the basis of equality and mutual benefit, apply certain negotiation strategies and skills, strive for cooperation conditions, and achieve the goal of mutual satisfaction.</p> <p>LO2 专业能力：具有人文科学素养，具备从事对外贸易业务、国际市场营销等工作的理论知识、实践能力。</p> <p>④国际商务谈判能力：能够在平等互利的基础上，通过不同渠道搜集客户信息，运用一定谈判策略和谈判技巧，争取合作条件，达到双方满意的目的。</p>
<p>LO3 Expression Communication Skills: Understand the opinions of others, respect their values, and be able to effectively communicate in written or oral form in different settings.</p> <p>① Listen to others' opinions, respect their perspectives, and analyze their needs.</p> <p>LO3 表达沟通：理解他人的观点，尊重他人的价值观，能在不同场合用书面或口头形式进行有效沟通。</p> <p>①倾听他人意见、尊重他人观点、分析他人需求。</p>
<p>LO4 Self-learning Ability: able to determine one's own learning goals according to</p>

<p>environmental needs, and actively achieve learning goals through methods such as collecting information, analyzing information, discussing, practicing, questioning, and creating.</p> <p>② Be able to collect and obtain the learning resources necessary to achieve goals, implement learning plans, reflect on learning plans, continuously improve, and achieve learning objectives.</p> <p>LO4 自主学习：能根据环境需要确定自己的学习目标，并主动地通过搜集信息、分析信息、讨论、实践、质疑、创造等方法来实现学习目标。</p> <p>②能搜集、获取达到目标所需要的学习资源，实施学习计划、反思学习计划、持续改进，达到学习目标。</p>
<p>LO6 Collaborative Innovation Ability: Maintain good cooperative relationships with the group, be an active member of the group, and be good at self-management and team management; Skilled at thinking about problems from multiple dimensions, utilizing one's own knowledge and practice to propose new ideas.</p> <p>① Proactively taking on one's own role in collective activities, working closely with other members, adept at self-management and team management, and working together to complete tasks.</p> <p>LO6 协同创新：同群体保持良好的合作关系，做集体中的积极成员，善于自我管理和团队管理；善于从多个维度思考问题，利用自己的知识与实践来提出新设想。</p> <p>①在集体活动中能主动担任自己的角色，与其他成员密切合作，善于自我管理和团队管理，共同完成任务。</p>
<p>LO8 International Perspective: Possess basic foreign language expression, communication skills, and cross-cultural understanding, as well as awareness of international competition and cooperation.</p> <p>① Have the ability to express and communicate in foreign languages, and meet the requirements of this major.</p> <p>③ Have awareness of international competition and cooperation.</p> <p>LO8 国际视野：具有基本的外语表达沟通能力与跨文化理解能力，有国际竞争与合作的意识。</p> <p>①具备外语表达沟通能力，达到本专业的要求。</p> <p>③有国际竞争与合作意识。</p>

(三) 毕业要求与课程目标的关系

毕业要求	指标点	支撑度	课程目标	对指标点的贡献度
LO1	①④	H	4. Professional knowledge and moral education elements complement each other. Clarify the spirit of patriotism, integrity, dedication and fraternity, and establish values that meet the requirements of socialist morality. To equip students with a global perspective, cross-cultural communication skills, and a sense of social responsibility, guide them to adhere to the principles of integrity, respect international	100%

			<p>rules, promote fair transactions, respect cultural differences, and uphold cultural confidence in international business activities.</p> <p>专业知识与德育要素相辅相成。明确爱国、诚信、敬业、博爱的精神，树立符合社会主义道德要求的价值观。使学生具备全球视野、跨文化沟通能力以及社会责任感，引导他们在国际商务活动中坚守诚信原则，尊重国际规则，促进公平交易，尊重文化差异，坚持文化自信。</p>	
<b>LO2</b>	④	H	<p>2. Be able to effectively grasp customer needs and negotiation styles in negotiations around the common interests of both parties, and flexibly adjust strategies. At the same time, combine international trade practical knowledge and international business negotiation skills to develop and implement appropriate negotiation strategies for each link, to handle foreign trade business problems.</p> <p>能够围绕双方共同利益，在谈判中有效把握客户需求与谈判风格，并灵活调整策略，同时结合国际贸易实务知识与国际商务谈判技巧，针对各环节制定并实施恰当的谈判策略，以处理外贸业务问题。</p>	100%
<b>LO3</b>	①	H	<p>5. By working in negotiation groups, students can cultivate a spirit of teamwork, learn to listen and express, respect and understand others, coordinate and compromise to reach consensus, cultivate a spirit of collective cooperation, and enhance team awareness and ability.</p> <p>能够通过谈判小组工作，培养学生的团队协作精神，学会倾听与表达，尊重与理解他人，协调与妥协，以达成共识，培养集体协作精神，增强团队合作意识和能力。</p>	100%
<b>LO4</b>	②	M	<p>1. Understand the importance and the process of negotiation in an international business setting, master negotiation techniques, BATNA, negotiation styles, cultural frameworks, and the negotiation process.</p> <p>理解国际商务环境中谈判的重要性和过程，掌握谈判技巧、BATNA、谈判风格、文化框架和谈判过程。</p>	100%

LO6	①	M	<p>5. By working in negotiation groups, students can cultivate a spirit of teamwork, learn to listen and express, respect and understand others, coordinate and compromise to reach consensus, cultivate a spirit of collective cooperation, and enhance team awareness and ability.</p> <p>能够通过谈判小组工作，培养学生的团队协作精神，学会倾听与表达，尊重与理解他人，协调与妥协，以达成共识，培养集体协作精神，增强团队合作意识和能力。</p>	100%
LO8	①③	H	<p>3. Can comprehensively utilize English utilize English listening, speaking, reading, and writing skills for basic business negotiations, understand language and cultural differences in international negotiations, facilitate effective communication, and avoid cultural conflicts.</p> <p>能够综合运用英语听说读写能力进行基本的商务谈判，理解国际谈判中的语言和文化差异，促成有效沟通和避免文化冲突。</p>	50%
			<p>4. Professional knowledge and moral education elements complement each other. Clarify the spirit of patriotism, integrity, dedication and fraternity, and establish values that meet the requirements of socialist morality. To equip students with a global perspective, cross-cultural communication skills, and a sense of social responsibility, guide them to adhere to the principles of integrity, respect international rules, promote fair transactions, respect cultural differences, and uphold cultural confidence in international business activities.</p> <p>专业知识与德育要素相辅相成。明确爱国、诚信、敬业、博爱的精神，树立符合社会主义道德要求的价值观。使学生具备全球视野、跨文化沟通能力以及社会责任感，引导他们在国际商务活动中坚守诚信原则，尊重国际规则，促进公平交易，尊重文化差异，坚持文化自信。</p>	50%

### 三、实验内容与要求

## (一) 各实验项目的基本信息

序号	实验项目名称	实验类型	学时分配		
			理论	实践	小计
1	Formation of negotiation team 谈判团队的组建	综合型 Comprehensive	1	1	2
2	Environment analysis 环境分析	综合型 Comprehensive	2	2	4
3	Pre-Negotiation stage: preparation 谈判前的阶段: 准备	综合型 Comprehensive	1	3	4
4	Product Lunch 产品发布	演示型 Demonstration	0	2	2
5	Enquiry and offer 询盘和发盘	演示型 Demonstration	1	3	4
6	Price negotiation 价格谈判	演示型 Demonstration	1	3	4
7	Negotiation of transportation and payment 运输和支付条款谈判	演示型 Demonstration	1	3	4
8	Complaints and claims 投诉及索赔	综合型 Comprehensive	1	3	4
9	Final Practice: International trade negotiation 期末练习: 国际贸易谈判	演示型 Demonstration	0	4	4
合计			8	24	32

实验类型: ①演示型 ②验证型 ③设计型 ④综合型

## (二) 各实验项目教学目标、内容与要求

<p>实验 1: Formation of negotiation team 谈判团队的组建</p> <p>1. Teaching objectives</p> <p>1.1 Enable students to understand the basic concepts, objectives, and processes of negotiation.</p> <p>1.2 Cultivate students' teamwork skills and clarify their respective roles and responsibilities in negotiations.</p> <p>1.3 Improve students' communication skills and avoid conflicts in communication.</p> <p>1.4 Guide students to respect and understand each other's requirements and achieve win-win negotiations.</p>
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2. Teaching content

2.1 The basic concept of negotiation: the definition, characteristics, and types of negotiation.

2.2 Negotiation objectives and negotiation process: Clarify the negotiation objectives and steps.

2.3 BATNA: Understand the BATNA and its importance in negotiations.

3. Teaching requirements

3.1 Master the basic concepts, goals, and processes of negotiation.

3.2 Understand the BATNA theory and be able to analyze and develop negotiation strategies based on it.

3.3. Be able to actively participate in team building, clarify their respective roles and responsibilities, and establish a spirit of teamwork.

Implementation requirements: Students are divided into groups, with 4-6 people in each group, to introduce themselves, understand each other's backgrounds and strengths, discuss and assign negotiation roles in groups, ensure that suitable candidates are appointed for each role, and clarify their respective responsibilities and expectations.

一、教学目标

- 1、使学生了解谈判的基本概念、目标和过程。
- 2、培养学生的团队合作能力，明确各自在谈判中的角色与职责。
- 3、提高学生的沟通能力，避免沟通中的冲突。
- 4、引导学生尊重并理解对方的要求，实现双赢的谈判。

二、教学内容

- 1、谈判的基本概念：谈判的定义、特点和类型。
- 2、谈判目标和谈判过程：明确谈判的目标和步骤。
- 3、BATNA 理论：理解谈判中的最佳替代方案，了解其在谈判中的重要性。

三、教学要求

- 1、掌握谈判的基本概念、目标和过程。
- 2、理解 BATNA 理论，并能够根据理论分析和制定谈判策略。
- 3、能够积极参与团队组建，明确各自的角色与职责，建立团队合作精神。

实施要求：学生分组，每组 4-6 人，进行自我介绍，了解彼此的背景和特长，小组讨论并分配谈判角色，确保每个角色都有合适的人选担任，并明确各自的职责和期望。

实验 2: Environment analysis 环境分析

1. Teaching objectives

1.1 Understand and master the external and internal environment of business negotiations.

1.2 Familiar with negotiation differences in different cultural backgrounds.

1.3 Able to analyze the business negotiation environment, identify potential risks and opportunities.

1.4 Cultivate cross-cultural communication awareness and respect for multiculturalism,

enhance negotiation adaptability and flexibility to cope with different negotiation environments.

## 2. Teaching content

- 2.1 Analysis of the external environment for negotiations.
- 2.2 Cultural differences in business negotiations.
- 2.3 Analysis of the internal environment of negotiations.
- 2.4 Comparison and discussion of the 5 main negotiation styles.

## 3. Teaching requirements

- 3.1 Can conduct a comprehensive analysis of the external and internal environment of business negotiations.
- 3.2 Understand the impact of cultural differences on business negotiations.
- 3.3 Understand and compare the five main business negotiation styles, and understand their impact on negotiations.
- 3.4 Be able to adapt and cope with negotiation styles from different cultural backgrounds, and improve cross-cultural communication skills.

Implementation requirements: Students are grouped to analyze the business negotiation environment through classroom discussions, case studies, and group sharing, while comparing cultural and negotiation style differences in the business negotiation environment.

### 一、教学目标

- 1、理解和掌握商务谈判的外部环境和内部环境。
- 2、熟悉不同文化背景下的谈判差异。
- 3、能够进行商务谈判环境的分析，识别潜在的风险和机会。
- 4、培养跨文化沟通意识和尊重多元文化的态度，增强谈判适应性和灵活性，以应对不同的谈判环境。

### 二、教学内容

- 1、谈判的外部环境分析。
- 2、商务谈判中的文化差异因素。
- 3、谈判的内部环境分析。
- 4、五种主要的谈判风格比较与讨论。

### 三、教学要求

- 1、能够对商务谈判的外部环境和内部环境进行较为全面的分析。
- 2、理解文化差异对商务谈判的影响。
- 3、理解并比较五种主要的商务谈判风格，了解其对谈判的影响。
- 4、能够适应和应对不同文化背景下的谈判风格，提高跨文化沟通能力。

实施要求：学生分组，通过课堂讨论、案例分析和小组分享等方式对商务谈判环境进行分析，同时比较商务谈判环境中的文化差异和谈判风格差异。

## 实验 3: Pre-Negotiation stage: preparation 谈判前的阶段: 准备

### 1. Teaching objectives

- 1.1 Understand and master how to effectively prepare before business negotiations.

1.2 Be able to clarify negotiation goals, analyze the market and competitive environment, prepare negotiation strategies and agendas, prepare supporting materials, set bottom lines and alternative solutions, and prepare negotiation materials.

1.3 Understand how to collect and analyze information related to negotiations.

2. Teaching content

2.1 Collect and analyze various information related to negotiations, including market conditions, competitors, product characteristics, etc., to develop appropriate strategies for negotiations.

2.2 Analyze one's own strengths and weaknesses, compare and analyze them with potential competitors and collaborators, to fully utilize this information in subsequent negotiations.

3. Teaching requirements

3.1 Be able to conduct market research and analysis before negotiations.

3.2 Understand the importance of preparing for early negotiations.

3.3 Master the importance and methods of establishing relationships in international trade.

Implementation requirements: Conduct market research in groups, collect and analyze information related to business negotiations, develop detailed negotiation plans, and prepare necessary documents and materials to showcase the group's negotiation plan, goals, and strategies.

一、教学目标

1、了解和掌握商务谈判前应该如何进行有效的准备。

2、能够明确谈判目标、分析市场和竞争环境、准备谈判策略和议程、准备支持材料、设定底线和备选方案、准备谈判材料等。

3、了解如何收集和分析与谈判相关的信息。

二、教学内容

1、收集和分析与谈判相关的各种信息，包括市场情况、竞争对手、产品特点等，以便为谈判制定合适的策略。

2、分析自身优势和劣势，并与潜在竞争者及合作者进行比较分析，以便在后续的谈判中能够充分利用这些信息

三、教学要求

1、能够进行谈判前的市场调研和分析。

2、理解了解为早期谈判做准备的重要性。

3、掌握在国际贸易中建立关系的重要性的方法。

实施要求：分组进行市场调研，收集和分析商务谈判相关信息，制定详细的谈判计划，并准备好必要的文件和资料，展示小组谈判计划、目标和策略。

实验 4: Product Lunch 产品发布

1. Teaching objectives

1.1 Understand the process and strategy of product release.

1.2 Master how to promote new products through effective communication and presentation.

1.3 Able to express and demonstrate products orally in full English, able to convey the characteristics and advantages of the product clearly and accurately.

2. Teaching content

2.1 Product launch preparation: Analyze target markets and potential customer groups to understand customer needs.

2.2 Design release strategy: including product introduction, functional features, pricing strategy, etc.

2.3 Simulate product release: Simulate a real product release scenario, and conduct product display and demonstration.

3. Teaching requirements

3.1 Understand the basic process and strategy of product launch, including market analysis, material preparation, strategy formulation, etc.

3.2 Be able to collaborate in groups to fully prepare for product releases.

3.3 Capable of showcasing and demonstrating products in full English, as well as addressing potential challenges during the release process.

Implementation requirements: By simulating product release scenarios, students will present their market analysis, material preparation, and strategy development processes through product release reports. The performance of simulated releases and classroom participation will be evaluated, and corresponding feedback and suggestions will be provided.

一、教学目标

- 1、了解产品发布的流程与策略
- 2、掌握如何通过有效的沟通和展示来推广新产品。
- 3、能够全英语进行口头表达和产品演示，能够清晰、准确地传达产品的特点和优势。

二、教学内容

- 1、产品发布准备：分析目标市场和潜在客户群体，了解客户需求。
- 2、设计发布策略：包括产品介绍、功能特点、定价策略等。
- 3、模拟产品发布：模拟真实的产品发布场景，进行产品展示和演示。

三、教学要求

- 1、了解产品发布的基本流程和策略，包括市场分析、材料准备、策略制定等。
- 2、能够小组协作进行产品发布的充分准备。
- 3、能够进行全英语产品展示和演示，以及应对发布过程中可能出现的挑战。

实施要求：通过模拟真实的产品发布场景，学生通过产品发布报告，展示他们的市场分析、材料准备和策略制定过程，模拟发布的表现和课堂参与度进行评估，给出相应的反馈和建议。

实验 5: Enquiry and offer 询盘和发盘

1. Teaching objectives

1.1 Understand and master the process of inquiry and offer in international trade.

1.2 Simulate inquiry and offer scenarios in international trade, and learn how to use the correct

pricing policy during the quotation stage.

1.3 Properly use English sentence to improve negotiation skills and communication skills.

## 2. Teaching content

2.1 Simulate how customers can effectively issue inquiries and simulate suppliers providing reasonable quotations based on inquiry requirements.

2.2 Discuss how to choose appropriate pricing policies based on market conditions and competitive trends during the quotation stage.

## 3 Teaching requirements

3.1 Master the basic principles and strategies of negotiation, be able to discuss the advantages and disadvantages of high and low pricing policies during negotiations.

3.2 Be able to use the correct pricing policy and appropriate sentences during the quotation stage, accurately conveying your quotation intention and conditions.

3.3 Have basic negotiation skills and good communication skills in the inquiry process.

Implementation requirements: Simulate customer and supplier roles in groups, conduct simulation exercises on inquiries and quotations, complete inquiry and quotation reports, display the group's inquiry, quotation, and pricing strategy processes, form negotiation records after negotiations, and demonstrate the performance and application of quotation strategies in negotiations.

### 一、教学目标

- 1、理解和掌握在国际贸易中询盘与发盘的过程。
- 2、模拟国际贸易的询盘与发盘场景，学会如何在报价阶段使用正确的定价政策。
- 3、恰当使用英语句型，提高谈判技巧和沟通能力。

### 二、教学内容

- 1、模拟客户如何有效地发出询盘，模拟供应商根据询盘需求进行合理报价。
- 2、讨论在报价阶段如何根据市场情况和竞争态势选择合适的定价政策。

### 三、教学要求

- 1、掌握谈判的基本原理和策略，能够在谈判中讨论高定价和低定价政策的优缺点。
- 2、能够在报价阶段使用正确的定价政策和合适的句子，准确地传达自己的报价意图和条件。
- 3、在询盘发盘环节中具备基本的谈判技巧和较好的沟通能力。

实施要求：分组模拟客户角色和供应商角色，进行询盘和报价的模拟练习，完成询盘与报价报告，展示小组的询价、报价和定价策略过程，谈判后形成谈判记录，展示报价策略在谈判中的表现和策略运用情况。

## 实验 6: Price negotiation 价格谈判

### 1. Teaching objectives

- 1.1 Understand the key factors and strategies in price negotiations.
- 1.2 Be able to flexibly apply pricing methods and terms in negotiations.
- 1.3 Master the ability to use concession strategies during the deadlock stage

2. Teaching content

2.1 Analyze various factors that affect pricing, such as cost, market demand, competitive landscape, etc.

2.2 Discuss different pricing methods, such as cost plus pricing, market-oriented pricing, and competitive pricing.

2.3 Develop pricing terms, including fixed prices, sliding prices, discounts, etc., and understand their impact on negotiation outcomes.

2.4 Simulate price negotiation scenarios.

3. Teaching requirements

3.1 Ability to analyze pricing factors and develop appropriate pricing methods.

3.2 Be able to choose appropriate pricing and concession strategies.

3.3 Able to conduct comprehensive international trade price negotiations in English.

Implementation requirements: Complete the price negotiation plan in groups, including the development and implementation of pricing strategies, price terms, and concession strategies. Simulate price negotiation scenarios in international trade, perform role-playing, and practice the use of pricing strategies, price terms, and concession strategies.

一、教学目标

- 1、理解价格谈判中的关键因素和策略。
- 2、能够在谈判中灵活运用定价方法和价格条款。
- 3、掌握在僵局阶段使用让步策略的能力

二、教学内容

- 1、分析影响定价的各种因素，如成本、市场需求、竞争态势等。
- 2、讨论不同的定价方法，如成本加成定价、市场导向定价和竞争导向定价等。
- 3、制定价格条款，包括固定价格、滑动价格、折扣等，并理解其对谈判结果的影响。
- 4、模拟价格谈判场景。

三、教学要求

- 1、能够分析定价要素并制定恰当的定价方法。
- 2、能够选择恰当的定价策略和让步策略。
- 3、能够使用英语进行较完整的国际贸易价格谈判。

实施要求：分组完成价格谈判计划，包括定价策略、价格条款和让步策略的制定与执行情况。模拟国际贸易中的价格谈判场景，进行角色扮演，实践定价策略、价格条款和让步策略的使用。

实验 7: Negotiation of transportation and payment 运输和支付谈判

1. Teaching objectives

1.1 Master common payment methods and transportation conditions in international trade.

1.2 Learn to flexibly apply transportation and payment terms in negotiations to reach the most favorable agreement.

2. Teaching content

2.1 Payment terms negotiation: Simulate negotiation scenarios, learn how to develop installment or partial payment plans, and discuss how to balance the interests of both parties.

2.2 Payment term negotiation: Simulate the negotiation of payment terms between buyers and sellers, and learn how to choose an appropriate payment method based on the needs and risk tolerance of both parties.

2.3 Discuss the formulation of transportation and payment terms in international trade contracts.

### 3. Teaching requirements

3.1 Master the commonly used payment and transportation methods in international trade and their applicability.

3.2 Be able to choose appropriate payment and transportation conditions based on the needs and risk tolerance of both parties.

3.3 Can apply installment payments, partial payments, and partial shipments in negotiations.

Implementation requirements: Simulate transportation negotiation between buyers and sellers in groups, select appropriate transportation methods, discuss the terms of partial shipment, choose appropriate payment methods, and discuss installment or partial payment plans. Summarize and discuss commonly used payment and transportation methods in international trade, and understand their advantages, disadvantages, and applicable scenarios.

#### 一、教学目标

- 1、掌握国际贸易中常见的支付方式和运输条件。
- 2、学会谈判中灵活运用运输和支付条件以达成最有利的协议。

#### 二、教学内容

- 1、支付条款谈判：模拟谈判场景，学习如何制定分期付款或部分付款计划，并讨论如何平衡双方利益。
- 2、付款条款谈判：模拟买卖双方进行付款条件谈判，学习如何根据双方需求和风险承受能力选择合适的付款方式。
- 3、讨论制定国际贸易合同中的运输和支付条款。

#### 三、教学要求

- 1、掌握国际贸易中常用的支付方式和运输方式及其适用情况。
- 2、能够根据双方需求和风险承受能力选择合适的付款和运输条件。
- 3、能够在谈判中应用分期付款、部分付款和分批装运。

实施要求：分组模拟买卖双方进行运输条件谈判，选择合适的运输方式，并讨论分批装运的条款，选择合适的付款方式，并讨论分期付款或部分付款计划。总结并讨论国际贸易中常用的支付方式和运输方式，并理解其优缺点和适用场景。

### 实验 8: Complaints and claims 投诉及索赔

#### 1. Teaching objectives

1.1 Develop the ability to handle claims related to product quality and short packaging issues, and master communication skills in responding to customer complaints.

1.2 Understand the process of handling complaints and claims, and improve the ability to resolve conflicts.

## 2. Teaching content

2.1 Quality issue claims: Learn how to identify product quality issues, evaluate customer quality claim requests, develop reasonable compensation plans, and learn how to avoid similar problems from happening again.

2.2 Shortage problem claim: Analyze and discuss the definition and causes of the shortage problem, verify the authenticity of the shortage problem, develop a reasonable compensation plan, and take measures to prevent the recurrence of the shortage problem.

2.3 Handling complaints and claims: Handle customer complaints and claims with a positive and professional attitude, and master effective communication skills and response strategies.

## 3. Teaching requirements

3.1 Understand and master common sentences and strategies for handling complaints and claims.

3.2 Be able to handle claims in the correct way and identify key conflicts.

3.3 Be able to face mistakes and conflicts with a positive and responsible attitude, and learn to learn from mistakes.

Implementation requirements: Group simulation of negotiations between customers and suppliers in response to claim scenarios, discussion and analysis, and completion of complaint and claim handling reports, reflecting the performance and strategic application of the group in the simulation exercise.

### 一、教学目标

- 1、培养处理商品质量问题和短装问题的索赔能力，掌握应对客户投诉的沟通技巧。
- 2、了解处理投诉和索赔的流程，提高解决冲突的能力。

### 二、教学内容

- 1、质量问题索赔：学习如何识别商品质量问题，评估客户的质量索赔请求，制定合理的赔偿方案，并学习如何避免类似问题的再次发生。
- 2、短装问题索赔：分析讨论短装问题的定义和原因，核实短装问题的真实性，制定合理的赔偿方案，并采取措施防止短装问题的再次发生。
- 3、处理投诉和索赔：以积极、专业的态度处理客户投诉和索赔，掌握有效的沟通技巧和应对策略。

### 三、教学要求

- 1、了解并掌握处理投诉和索赔的常用句子和策略。
- 2、能够使用正确的方式处理索赔，并能够识别关键冲突。
- 3、能够以积极、负责任的态度面对错误和冲突，学会从错误中吸取教训。

实施要求：分组模拟客户、供应商应对索赔场景的谈判，讨论分析并完成投诉与索赔处理报告，体现小组在模拟练习中的表现和策略运用情况。

实验 9: Final Practice: International trade negotiation 期末练习:



## 国际贸易谈判

### 1. Teaching objectives

- 1.1 Deepen students' understanding of the entire process of international trade.
- 1.2 Improve students' ability to comprehensively apply their knowledge in international trade negotiations, including the selection of negotiation strategies, application of communication skills, and teamwork.
- 1.3 Cultivate students' cross-cultural communication skills to adapt to international trade negotiations in different cultural backgrounds.
- 1.4 By simulating real-life situations, test students' mastery of knowledge and skills in international trade negotiations.

### 2. Teaching content

- 2.1 Complete negotiation preparation: Prepare a detailed negotiation plan, including negotiation goals, strategies, etc. Collect and analyze relevant market information, prepare necessary negotiation documents and materials.
- 2.2 Simulate international trade negotiations: Role play according to the set negotiation background, simulating the entire negotiation process of international trade.
- 2.3 Negotiation summary and reflection: Write a negotiation summary report, review the negotiation process, evaluate results, and learn from experience.

### 3. Teaching requirements

- 3.1 Be able to apply the knowledge of pricing, transportation, payment, claims, etc. learned to solve problems encountered in actual negotiations.
- 3.2 In simulated negotiations, it is necessary to demonstrate a spirit of teamwork and work together to address various challenges in the negotiations.
- 3.3 Improve business communication skills, including listening, expressing, and nonverbal communication.

Implementation requirements: Organize group simulation of complete international trade negotiations, sign sales contracts or formal invoices, complete negotiation plans before negotiations, complete negotiation records during negotiations, and write summary reports after negotiations. Organize students to share experiences and discuss, summarize experimental results and shortcomings.

#### 一、教学目标

- 1、加深学生对国际贸易全流程的理解。
- 2、提高学生综合运用所学知识进行国际贸易谈判的能力，包括谈判策略的选择、沟通技巧的运用、团队协作等。
- 3、培养学生的跨文化沟通能力，使其能够适应不同文化背景下的国际贸易谈判。
- 4、通过模拟实战，检验学生对国际贸易谈判知识和技能的掌握程度。

#### 二、教学内容

- 1、完成谈判准备：准备详细的谈判计划，包括谈判目标、策略等。收集并分析相关市场信息，准备必要的谈判文件和资料。
- 2、模拟国际贸易谈判：按照设定的谈判背景进行角色扮演，模拟国际贸易全流程的谈

判过程。

3、谈判总结及反思：撰写谈判总结报告，谈判过程回顾、成果评估、经验教训等。

### 三、教学要求

1、能够应用所学的定价、运输、支付、索赔等知识，解决实际谈判中遇到的问题。

2、在模拟谈判中需发挥团队协作精神，共同应对谈判中的各种挑战。

3、提高商务沟通技巧，包括倾听、表达、非语言沟通等。

实施要求：组织分组模拟国际贸易完整谈判，签订销售合同或形式发票，谈判前完成谈判计划，谈判中完成谈判记录，谈判后撰写总结报告。组织学生进行经验分享和讨论，总结实验成果和不足。

### (三) 各实验项目对课程目标的支撑关系

实验项目名称	课程目标				
	1	2	3	4	5
Formation of negotiation team 谈判团队的组建	√			√	√
Environment analysis 环境分析	√	√	√	√	√
Pre-Negotiation stage: preparation 谈判前的阶段：准备	√	√	√		√
Product Lunch 产品发布	√	√	√		√
Enquiry and offer 询盘和发盘	√	√	√	√	√
Price negotiation 价格谈判	√	√	√	√	√
Negotiation of transportation and payment 运输和支付条款谈判	√	√	√	√	√
Complaints and claims 投诉及索赔	√	√	√	√	√
Final Practice: International trade negotiation 期末练习：国际贸易谈判	√	√	√	√	√

## 四、课程思政教学设计

### 1. Teaching objectives

This course aims to integrate ideological and political elements into the teaching of professional knowledge, elevate and internalize theoretical knowledge in conjunction with ideological and political content, and leverage the high enthusiasm and strong interactivity of negotiation course students. Through professional knowledge and practical abilities, it further emphasizes, extends, and deepens ideological and political theory.

### 2. Teaching content and methods

2.3 Professional knowledge teaching: Combining international business cases, explain professional knowledge such as international trade rules, business etiquette, and cross-cultural communication. Deepen students' understanding and mastery of professional knowledge through classroom discussions, group assignments, and other forms.

2.2 Integration of ideological and political elements: Through case analysis, role-playing, and other methods, guide students to clarify the spirit of patriotism, integrity, professionalism, and universal love. Based on the course content, carry out group discussions, reflections, and sharing activities to strengthen students' socialist core values.

2.3 Global perspective and cross-cultural communication skills cultivation: Organize groups to continue discussing and analyzing cross-cultural negotiation cases, broaden horizons, and enhance cross-cultural communication skills.

2.4 Social responsibility cultivation: Emphasis is placed on combining social hot topics with ideological and political education courses. Through learning and discussion groups, students are encouraged to interact and participate, and as international trade talents in the new era, they will play an important role in the construction of the international circulation, inspiring their professional pride and national confidence.

2.5 Negotiation group work practice: Through group discussions, role-playing, and other methods, cultivate students' teamwork spirit and improve communication and coordination skills.

### 3. Teaching evaluation and feedback

3.1 Classroom performance evaluation: Observe students' participation and discussion performance in the classroom, and evaluate their mastery of professional knowledge.

3.2 Homework and Project Evaluation: Rate students' group assignments, negotiation projects, etc. to assess their teamwork and cross-cultural communication abilities.

3.3 Performance evaluation and feedback adjustment: Based on the performance of students in classroom activities, evaluate the improvement of their moral education literacy. Regularly collect feedback from students, adjust teaching content and methods to better achieve the ideological and political goals of the curriculum.

### 一、教学目标

本课程旨在通过专业知识的教学，融入课程思政要素，将理论知识结合课程思政内容进行升华和内化，发挥谈判课程学生积极性高和互动性强的特点，进一步通过专业知识和专业能力实践强调、延伸和深化思想政治理论。

### 二、教学内容及方法

- 1、专业知识讲授：结合国际商务案例，讲解国际贸易规则、商务礼仪、跨文化沟通等专业知识。通过课堂讨论、小组作业等形式，加深学生对专业知识的理解与掌握。
  - 2、思政要素融入：通过案例分析、角色扮演等方式，引导学生明确爱国、诚信、敬业、博爱的精神。结合课程内容，开展小组讨论、反思、分享等活动，强化学生的社会主义核心价值观。
  - 3、全球视野与跨文化沟通能力培养：组织小组继续跨文化谈判案例讨论及分析，拓宽视野，增强跨文化沟通能力。
  - 4、社会责任感培养：注重将社会热点与课程思政相结合，通过学习讨论小组的方式，激发和强化学生互动性和参与性，激励学生作为新时代国际贸易人才将为国际大循环的构建发挥重要作用，激发学生的专业自豪感和民族自信心。
  - 5、谈判小组工作实践：通过小组讨论、角色扮演等方式，培养学生的团队协作精神，提高沟通与协调能力。
- 三、教学评估与反馈
- 1、课堂表现评估：观察学生在课堂上的参与度、讨论表现等，评估其对专业知识的掌握程度。
  - 2、作业与项目评估：对学生的小组作业、谈判项目等进行评分，评估其团队协作能力和跨文化沟通能力。
  - 3、表现评估及反馈调整：结合学生在课堂活动中的表现，评估其德育素养的提升情况。定期收集学生的反馈意见，对教学内容和方法进行调整，以更好地实现课程思政目标。

## 五、课程考核

总评构成	占比	考核方式	课程目标					合计
			1	2	3	4	5	
X1	40%	Foreign Trade Case Practice	20	20	20	20	20	100
X2	30%	Homework – Chapter Tasks	40	20	20	20		100
X3	20%	Situational Dialogues	20	20	20	20	20	100
X4	10%	In-Class Discussion	20	20	20	20	20	100

### 评价标准细则（选填）

考核项目	课程目标	考核要求	评价标准			
			优 100-90	良 89-75	中 74-60	不及格 59-0
X1	1、 2、 3、 4、 5	学生能够在交易会环境中进行全面的买卖谈判。有明确	学生能够展示清晰的谈判策略，同时不遗漏重要部分。	学生能够展示清晰的谈判策略，仅有小部分缺失。英语	学生能够展示谈判策略，但缺少一些更重要的部分。英	谈判战略无法识别，例如，只有讨价还价。

		的谈判策略，包括定价策略、让步策略、选择合适的谈判方式、评估己方和对方的BATNA。	英语语言使用水平很高，几乎没有错误。	语言使用水平良好，但可能存在一些错误。	英语语言的使用水平令人满意，但也有错误。	英语使用不尽人意。
X2	1、 2、 3、 4	家庭作业必须反映前几节课的内容。学生理解并运用所学知识完成本章的任务。	课堂内容很好地应用到了任务中，错误答案不到10%。	课堂内容很好地应用到了任务中，错误答案只占11%到25%。	课堂内容在任务中的应用令人满意，但有26%至40%的错误答案。	错误答案超过40%。说明没有理解和应用教学内容。
X3	1、 2、 3、 4、 5	在情境对话团队任务中应用前几课的内容。在情景对话中，谈判的各个部分都得到了锻炼和应用。	该小组在演示中很好地反映了前几节课的内容。没有遗漏任何重要部分。	该小组在演示中很好地反映了前几节课的内容。可能有部分内容缺失。	小组在陈述中能够令人满意地反映前几节课的内容。虽然有部分内容缺失，但整体表现还是可以接受的。	团队演示中对讲座内容的表述不尽人意。任务准备不足。
X4	1、 2、 3、 4、 5	学生个人参与课堂讨论，能够回答问题、展示知识并就某一主题发表意见。	学生积极参加课堂讨论，充分理解课程内容。	学生参与课堂讨论，并表现出对主题的理解。	学生只是被动地参与课堂讨论。基本理解主题，但不急于发表意见。	学生不愿参加课堂讨论。无法证明对该科目的理解。

## 六、其他需要说明的问题