**上海建桥学院**

SJQU-QR-JW-013（A0）

\_\_\_ 外贸谈判\_\_\_\_\_课程教案

周次 1 第1次课 学时 2 教案撰写人 徐佳琦

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| 课程单元名称 | Chapter 1 International Business Negotiation: An Overview |
| 本次授课目的与要求1. To master negotiation process and negotiation theory;
2. To understand some examples;
3. To analyze the article.

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| 教学设计思路 To introduce and explain an overall view of International Business Negotiation, then explain different types of negotiation. |
| 本次教学重点与难点1. The frequently used patterns for negotiation;
2. Characteristics of a negotiation situation;
3. Passage comprehension.
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| 教学内容提要及时间分配 | 教学方法与手段设计 |
| （可添页）**Teaching Content** 1. Communication aspects of negotiation (20 minutes)
2. Scope of international business negotiation (15 minutes)
3. Different types of negotiation (15 minutes)
4. Challenges of international business negotiation (10 minutes)
5. Negotiation process (10 minutes)
6. Negotiation theory (10 minutes)
 | Explanation and AnalysisDiscussionMulti-media |
| 课外复习、预习要求及作业布置1. Finish the extracurricular exercise 2. Preview the key words and phrases in next chapter. |
| 课后反思 | The teacher had better analyze key points of international business negotiation  |

周次 2 第2次课 学时 2 教案撰写人 徐佳琦

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| 课程单元名称 | Chapter2 Culture and Negotiation |
| 本次授课目的与要求 1. To know influence of culture;2. To understand some examples;3. To analyze the article. |
| 教学设计思路 To introduce and explain the influence of culture on international business negotiation. |
| 本次教学重点与难点1. Culturally derived assumptions about how negotiations should be conducted.
2. Passage comprehension.
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| 教学内容提要及时间分配 | 教学方法与手段设计 |
| （可添页）**Teaching Content** 1. Culture-negotiation studies (20 minutes)
2. Negotiating styles (20 minutes)
3. Negotiating context (20 minutes)
4. Communication matters (10 minutes)
5. Questions for discussion and written assignments (10 minutes)
 | Explanation and AnalysisDiscussionMulti-media |
| 课外复习、预习要求及作业布置1. Finish the extracurricular exercise 2. Preview the key words and phrases in next chapter. |
| 课后反思 | The teacher had better analyze what makes international negotiation different. |

周次 3 第1次课 学时 2 教案撰写人 徐佳琦

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| 课程单元名称 | **Chapter 3 Negotiating Power** |
| 本次授课目的与要求1. To know sources of negotiating power;2. To understand some examples;3. To analyze the article.  |
| 教学设计思路 To introduce and explain sources of negotiating power |
| 本次教学重点与难点1. Hard power and soft power.
2. Passage comprehension.
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| 教学内容提要及时间分配 | 教学方法与手段设计 |
| （可添页）**Teaching Content** 1. Introduction (20 minutes)
2. Power of options (20 minutes)
3. Emotion in negotiation (20 minutes)
4. Key points (20 minutes)
 | Explanation and AnalysisDiscussionMulti-media |
| 课外复习、预习要求及作业布置1. Finish the extracurricular exercise 2. Preview the key words and phrases in next chapter. |
| 课后反思 | The teacher had better analyze key points of negotiating power. |