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**Kainan University**  
**Department of Applied English**  
**Spring Semester 2008 Course Syllabus**

Course Code No.	Course Title	Instructor	Subject	Level of Course
305040212	<b>Chinese:</b> 國際禮儀 (F)	Ian Clarke	<input type="checkbox"/> required <input type="checkbox"/> elective	Year:4 Class(AorB):
	<b>English:</b> International Courtesy	<b>e-mail/phone ext:</b> <u>ian.larke@mail.knu.edu.tw</u> #6137	<b>Credits:</b> 2	
<b>Teaching Goals and Content</b>	This course aims to: <ul style="list-style-type: none"> <li>- Provide students with a general understanding of the complexities of intercultural communications</li> <li>- Afford students specific knowledge concerning differences in cultural practices which will be of practical use to them in their future lives.</li> <li>- Allow students to acquire advanced language skills in the areas of international business and cultural issues</li> </ul>			
<b>Teaching Methods</b>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> practical training <input checked="" type="checkbox"/> discussion <input checked="" type="checkbox"/> question-and-answer <input type="checkbox"/> other (details _____)			
<b>Grading and Evaluation Criteria</b>	midterm 30%      final 40%      class participation 20% other 10% (details: In-Class Quizzes, Written Assignment)			
<b>Textbooks</b>	(author, title, edition, publisher, place of publication, year of publication, pages covered) <i>Business Across Cultures: Effective Communication Strategies</i> ENGLISH, L and LYNN, S. Longman, New York, 1995			
<b>Course Description (including outline and course schedule):</b>				



This course is designed to educate students concerning the complexities and nuances of intercultural relations, particularly in an international business environment. Students will be introduced to a variety of issues concerning the general nature of culture and its role in shaping human interaction. These theoretical principals will be illustrated with a wide variety of concrete examples, with a particular emphasis on international business. This will afford students with a better understanding of the general concepts, allow them to explore a reflexive understanding of their own cultural practices, as well as provide them with useful knowledge concerning the specific issues relating to cross-cultural interaction with a wide variety of cultural others of particular relevance to modern Taiwanese society and the global business environment. In addition, the course will help students to develop advanced English language skills relating to the specialized fields of cultural issues and international business.

Week 1 Introduction –Basic Conceptions of Culture and Intercultural Communication

Week 2 Decision Makers Across Cultures. Case Study: US firm in Nigeria

Week 3 Social Status, Qualifications and Negotiating Qualities in Different Cultures

Week 4 Gender, Gender Roles and Employment

Week 5 The Negotiation Process and Cultural Difference. Case Study: Negotiations between US and Japanese company.

Week 6 Culturally Distinct Styles of Negotiation: Silence, Eye Contact and Body Language

Week 7 Negotiation Practices. Role Playing exercises

Week 8 Review

Week 9 Mid-Semester Examination

Week 10 Contracts Across Cultures. Case Study: Contract Negotiations between Irish and French Companies

Week 11 Explicit and Implicit Styles of Agreement

Week 12 Written and Verbal Contracts in Different Cultures

Week 13 Marketing Across Cultures. Case Study: Blue Diamond Almonds

Week 14 Marketing Strategies Across Cultures.

Week 15 Management and Employee Relations Across Cultures. Case Study: German Manager in Mexico

Week 16: Autocratic and Democratic Styles of Management

Week 17. Review

Week 18 Final Examination

Instructions:

Teachers should fill out this form before the semester begins. After it has been verified by the curriculum committee, the original should be given to the office of curriculum planning and a copy to the head of the department to which the course belongs. In addition, the teacher should explain this syllabus to students at the beginning of a semester.

應英系 車蓓群  
主任

signature of the convener of the curriculum committee



signature of the teacher

