

# Research on the Teaching Reform of Business Communication and Negotiation Based on Practical Mode under the Background of Ideological and Political Education

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**Abstract:** *At present, there are more and more frequent business exchanges between countries, and the trend of cultural diversification is obvious. Cultural diversification has brought various changes in the concepts and values of contemporary college students. "Dissolve the salt of ideology and politics in the soup of Business communication and negotiation course", develop the ideological and political education function of business communication and negotiation course in teaching activities, and produce synergistic education effect with the ideological and political course. At the same time, business communication and negotiation, as a practical course, needs to change the traditional single teaching, evaluation and assessment methods, and realize the practical model of curriculum teaching reform research.*

**Keywords:** *curriculum ideology and politics; Actual combat; negotiation*

## 1. Research Background

### 1.1. Educational Background

Undergraduate education is more about the output of written knowledge to students. For the strong practical courses of business negotiation, book knowledge is difficult to meet the students' use of knowledge, and there is also a certain distance to meet the needs of social talents. Therefore, the form, content and method of practical negotiation are brought into the undergraduate classroom. It is a new way of learning for college students, and it is also a new challenge.

### 1.2. Social Demand Background

"Business Communication and Negotiation" is a course for students majoring in economics and management in the first semester of their sophomore year in Jinzhong Institute of Technology, Shanxi Province. The original teaching effect inspection of the course is based on the written examination and the content examined is more based on the combination of business communication and theoretical knowledge. Considering the importance of business communication and negotiation in the development of practical work, it is not only to memorize theoretical negotiation knowledge, but also flexibly apply it to practical business negotiations, and more importantly, to conduct face-to-face business negotiations, so the teaching and examination have been systematically reformed.

### 1.3. Nature of the Course

The course of Business Communication and negotiation is a comprehensive course combining and practice, which is closely related to social psychology, marketing, business etiquette and logic, etc. Mastering the knowledge of the above disciplines will help to broaden and expand the horizon, and to understand and master this course method in a wider scope. The course of Business Communication and negotiation aims to enable students to master the basic knowledge, basic principles, basic methods and basic skills of business communication and negotiation, and initially cultivate students' ability to effectively communicate and negotiate in business activities, laying a solid foundation for entering the workplace and participating in business activities in the future. According to the above teaching objectives of Business Communication and negotiation course, this course requires students to have

strong interpersonal skills and team spirit, and should seek win-win cooperation. Business communication and negotiation course will help students consolidate professional knowledge and master business communication skills and negotiation essentials, so as to master the initiative of future business activities.

**1.4. Ideological and Political Background of the Course**

In the current society, under the circumstance of globalization, students' development and cognition are impacted from all sides, which is prone to moral confusion, inaccurate value selection and judgment, and loss of self and distorted values due to the influence of multicultural thoughts. College students are in the critical period of the establishment of the three views of life, in order to let students develop a healthy, positive, positive world outlook, outlook on life and values, schools, teachers, the classroom should play their role. College teachers need to break through the mode of teaching only theoretical knowledge points in the past, adopt the course design method integrating correct values and healthy thinking orientation, and teach knowledge and value guidance by words and examples. Business Communication and Negotiation plays an important role in the career of college students. Through the course "Business Communication and Negotiation", students have been strengthened in effective communication, speaking skills, negotiation preparation and negotiation skills, etc. The ideological and political content is integrated into the course in the form of vivid examples and historical stories, and the teaching content of the course is conducive to students' correct social concepts and the construction of a harmonious society [1].

**2. Teaching Reform Ideas**

With the rapid development of economic globalization, professional negotiators have become urgent talents in the market. By analyzing the current situation of relevant research at home and abroad, as well as theoretical basic research, consulting relevant data, using literature research, investigation research, action research and experience summary methods, this topic analyzes the current situation of the teaching work of "Business Communication and negotiation" and analyzes the causes of the problems. At the same time, in the actual teaching process, according to the cognitive law of college students, the teaching structure of Business Communication and negotiation is optimized, the teaching model of practical negotiation is innovated, the teaching participation of students is improved, the teaching effect is optimized, the understanding of knowledge is deepened, and the teaching interaction between teachers and students is met with immediate feedback inside and outside the classroom to cultivate more high-quality applied and skilled talents for the society. The research idea of "Business Communication and Negotiation Course Reform Project" is shown in Figure 1.

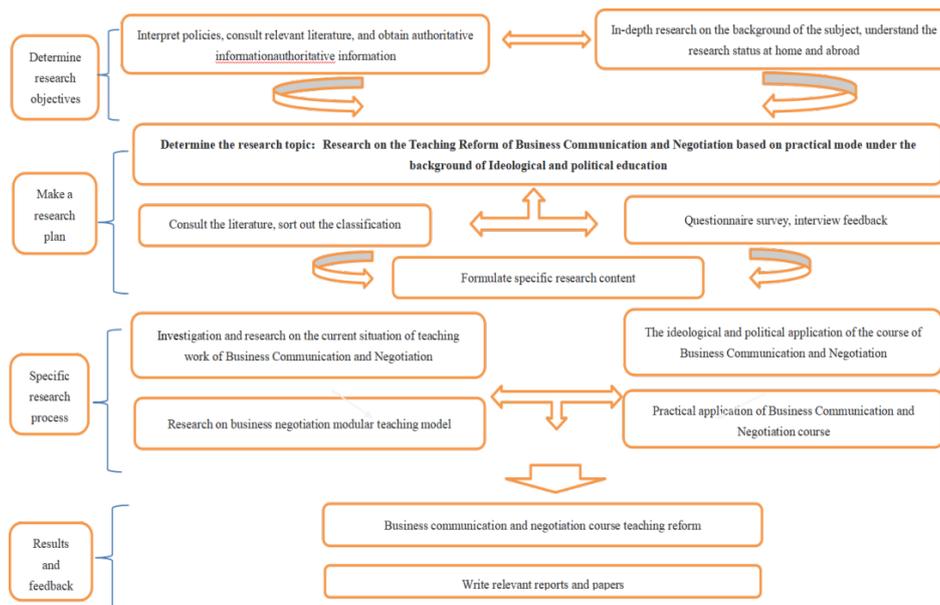


Figure 1: Research roadmap of "Business Communication and Negotiation Course Reform Project"

### 3. Teaching Problems to be Solved

(1)The problem that the teaching of the original course is divorced from the actual negotiation needs. These include: negotiation thinking is not combined with negotiation knowledge system, negotiation language is not learned and trained, and there is a lack of practical simulation teaching. The teaching of the original course neglected the establishment of students' negotiation psychology. These include: how to let students have the courage to express their negotiation ideas, how to let students understand the actual negotiation form in advance to build self-confidence.

(2)The application of teaching methods has always been centered on the establishment of a whole-person, whole-process, whole-course education pattern, so that the course of Business Communication and Negotiation and ideological and political theory have different courses in the same, and have synergistic effects. Through the study and exploration of ideological and political elements in the course content, the appropriate entry point is selected to educate students on socialist core values, patriotism, professional ethics and integrity. And through the use of case teaching, scene teaching, heuristic explanation, documentary appreciation, role playing and other teaching methods, and the specific course content is connected and embedded. Finally, it helps students to correct their political stance, establish lofty ideals and aspirations, establish scientific values, and strengthen comprehensive literacy. Under the influence of the current teaching environment, we change the traditional education and teaching concepts, break through the single teaching method and means, combine curriculum ideology and politics with innovation and entrepreneurship education, adopt the organic integration of traditional teaching and modern teaching methods, add interactive modules in teaching to improve the interest of the class, and combine the knowledge point of the textbook appropriately with the current politics. It can arouse students' emotional resonance and arouse their learning enthusiasm, which is conducive to students' preparation before class and consolidation after class<sup>[2]</sup>.

### 4. Project Innovation

#### 4.1. "Actual Combat Paperless" Simulation Business Negotiation Simulation

The course "Business Communication and Negotiation" has the characteristics of practice and is a highly operational course. For example, the teaching evaluation still takes the paper test as the only means of evaluation, attaches too much importance to the quantification of results and emphasizes the final evaluation, and often fails to truthfully reflect the students' mastery of communication and negotiation skills. At the same time, the ability of language expression, adaptability and teamwork can not be demonstrated in communication and negotiation. Therefore, we should actively explore and use process evaluation, non-test evaluation, performance evaluation and other evaluation methods. The course "Business Communication and Negotiation" can take the form of simulated negotiation, scenario exercise, class presentation, class discussion and various other methods. For example: language, body movements, interpersonal communication, facial expressions, etc., whether the information collected is comprehensive and can objectively reflect students' learning effects, learning achievements, strengths and weaknesses, and therefore put forward targeted suggestions on cultivating students' professional quality<sup>[3]</sup>.

#### 4.2. Undergraduate Practical Curriculum Education System Combining "class-competition"

Business Communication and Negotiation courses are combined with the National Business Elite Challenge to train students to practice and improve their professional negotiation knowledge in the competition. Through the "competition to promote learning, competition to promote teaching" this new teaching model, with professional skills competition as the fulcrum, the output of application-oriented talents, through actual combat to improve students' application ability, and then improve the comprehensive quality of students.

#### 4.3. Reconstructing Curriculum Evaluation System

As a highly applicable professional course, Business Communication and Negotiation is closely combined with theory and practice. It requires students to have basic knowledge and theory of business communication and negotiation, and more importantly, to enable students to skillfully and creatively apply communication and negotiation strategies and techniques in actual business activities. Let students have the qualities and conditions that business communicators and negotiators should have. At

present, the curriculum evaluation of most colleges and universities is mainly based on the traditional paper evaluation mode, which mainly evaluates theoretical knowledge and evaluates students' scores by one-time closed-book examination, ignoring the assessment of students' application ability of theoretical knowledge and comprehensive quality, which is not conducive to improving students' learning enthusiasm and training professional quality. Therefore, it is urgent to reform the traditional curriculum evaluation mode and explore a more comprehensive, scientific and reasonable curriculum evaluation system in the setting of practice links in the course teaching process. In the aspect of curriculum evaluation, we pay attention to the diversification of evaluation subjects, the diversification of evaluation methods and the refinement of evaluation standards, and establish the curriculum assessment score table simultaneously.

#### 4.4. Curriculum Modular Construction

According to the orientation of the construction of application-oriented undergraduate colleges in our school and the training objectives of the course Business Communication and Negotiation, the teaching contents are arranged in sequence with four main lines: basic knowledge of business communication, basic theories of business negotiation, business negotiation procedures and strategies, and business negotiation skills and etiquette. Complete four modules: cognitive module, basic knowledge module, professional ability module and professional ability module. The modular construction of "Business Communication and Negotiation" course is shown in Figure 2.

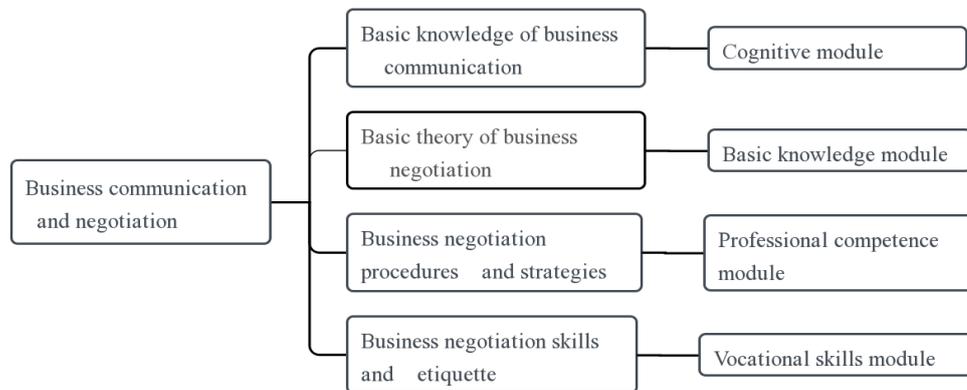


Figure 2: Modular construction of Business Communication and Negotiation course

#### 4.5. Integrate into Curriculum Ideological and Political Construction

Combining "curriculum thinking and politics" in teaching classroom theory. First, focus on building a "5-minute ideological and political classroom". Before each class, we should spend about five minutes to discuss social hot topics, international situation, artisan spirit, green environmental awareness, patriotism, dedication and dedication with the students, which permeates every level of the class. It helps students to enhance the overall situation awareness, risk prevention awareness, and guide students to establish correct moral values. The implementation of the "Four self-confidence" education training explains the negotiation etiquette, negotiation style and negotiation characteristics in the cultural differences of different countries. It not only teaches negotiation knowledge, but also enables students to experience the wisdom and charm contained in traditional Chinese culture, and cultivates national pride. It conveys a win-win concept and value orientation, while guiding students to actively learn the technical knowledge of negotiation, while improving students' national self-confidence and historical responsibility. Second, "curriculum thinking and politics" into case teaching. The class cases emphasize cutting-edge, classic and ideological, and select 50 negotiation cases that can cultivate students' feelings of home and country and social responsibility. It is pointed out that the primary quality of managers is to have the spirit of being responsible for the country and the nation. The fate of enterprises and managers is closely linked with the fate of the country. The interpretation can show Chinese wisdom and Chinese solution negotiation cases. Based on the excellent Chinese culture, this paper analyzes the differences between Chinese and foreign business negotiations, helps students understand the business path, image and negotiation style of Chinese businessmen, and cultivates excellent negotiation talents. The third is to integrate "curriculum thinking and politics" into the

classroom debate competition. Introduce the debate scene and introduce various debate topics. Through the debate, students can deepen their understanding, comprehend the true meaning of youth growth, and develop positive qualities such as bold, tenacious character, courage to meet challenges, and courage to fight for opportunities. The ideological and political objectives of the course Business Communication and Negotiation are shown in Table 1.

*Table 1: Ideological and political objectives of Business Communication and Negotiation course*

<b>Course content</b>	<b>Curriculum ideological and political objectives</b>
Basic knowledge of business communication	<ol style="list-style-type: none"> <li>(1) Focus on the training of communication skills and the cultivation of emotional intelligence, and enhance students' outlook on the pattern and patriotic feelings.</li> <li>(2) Deeply understand and consciously practice the professional spirit and professional norms of economic management industries, and enhance professional responsibility.</li> <li>(3) Deeply understand the essence of etiquette, honesty, harmony and harmony, and the values of The Times related to communication in the excellent Chinese culture.</li> </ol>
Basic theory of business negotiation	<ol style="list-style-type: none"> <li>(1) Establish the important idea that "national security is an important cornerstone of a peaceful and stable country".</li> <li>(2) The consciousness of never sacrificing the core national interests at any time.</li> <li>(3) As the world is undergoing major changes unseen in a century, enterprise negotiations must establish a bottom-line thinking, respond to changes scientifically, take the initiative to change, open a new bureau in the midst of changes, seize opportunities, respond to challenges, and adhere to the bottom line of national core interests.</li> </ol>
Business negotiation procedures and strategies	<ol style="list-style-type: none"> <li>(1) Establish the concept of "both justice and interest, and put righteousness first".</li> <li>(2) Practicing socialist core values and cultivating professional qualities of honesty and trustworthiness.</li> <li>(3) Cultivate strategic thinking awareness and ability of negotiation.</li> <li>(4) "If you want to do something, you must do it with your heart." The practice of business negotiation strategy must come from the heart and be firm.</li> <li>(5) Pursue the new concept of "win-win, multi-win and win-win".</li> <li>6. Uphold the spirit of openness and promote mutual benefit</li> </ol>
Business negotiation skills and etiquette	<ol style="list-style-type: none"> <li>(1) Negotiations should not only "mutual respect and equal consultation", but also pay attention to "cooperation has principles and consultation has a bottom line".</li> <li>(2) Negotiations should be honest and ethical, and remember not to commit any fraud, concealment or violations.</li> <li>(3) Behind the statement of the Ministry of Foreign Affairs is the growing strength of the country, and the expression of the "four self-confidence" is increasingly spilt, highlighting China's great power and international responsibility.</li> <li>(4) Concessions made in negotiations are both necessary and worthwhile. Some gains are always lost.</li> <li>(5) Cultivate the concept of equality and respect in business negotiations.</li> <li>(6) Strengthen cultural confidence, and foreign-related negotiations should show the harmonious and inclusive national quality of the Chinese nation.</li> <li>(7) Cultivate the professional habit of adopting different negotiation strategies in different cultural scenarios.</li> </ol>

## 5. Conclusion

In today's society and under the condition of globalization, students' development and cognition are subject to the impact from all sides, which is easy to cause students' moral confusion, inaccurate value selection and judgment, and loss of self and distorted values due to the influence of multicultural thoughts. College students are in the critical period of establishing their three views of life, so that students can develop a healthy and positive character. Positive outlook on the world, outlook on life and values is the school, teachers, the classroom to play their own role. College teachers need to break through the past teaching method of single theoretical knowledge points, use the integration of correct values, benign thinking oriented curriculum design, to teach by example, to achieve the purpose of knowledge transmission and value guidance. At the same time, college teachers can help students identify western dross culture and immune to bad social consciousness. When teachers emphasize on teaching knowledge, they should teach knowledge well and strengthen the concept of educating people and becoming talents. Business Communication and Negotiation plays an important role in the career of college students. Through the study of "Business Communication and Negotiation", students strengthen effective communication, improve speaking skills, and incorporate ideological and political content into the course content in the form of vivid examples and historical stories, so that the course teaching content is conducive to the correction of students' social concepts and the construction of a harmonious society.

### **Acknowledgements**

Project name: Teaching Reform and Innovation Project of Shanxi Provincial Colleges and Universities in 2022, number: J20221570, Teaching reform research of Business Communication and Negotiation based on practical model under the background of curriculum ideology and politics, person in charge.

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