

# Innovation in Assessment Methods for the Course of International Business Etiquette

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**Abstract:** This paper aims to study the innovation of assessment methods for international business etiquette courses. Traditional assessment methods place too much emphasis on theoretical knowledge and lack practical ability cultivation. To make up for this deficiency, this study proposes a practical assessment method to better evaluate students' application abilities in international business scenarios. The new assessment methods include role-playing, case analysis, and on-site visits. Through role-playing, students can simulate business scenarios, cultivate communication skills and team cooperation abilities. Case analysis requires students to analyze real business cases and propose solutions to cultivate their ability to identify and solve problems. On site visits allow students to visit companies or participate in international business activities, experiencing and applying the knowledge of business etiquette firsthand.

**Keywords:** International Business Etiquette; Assessment methods; Application capability

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## Introduction

This paper aims to study the innovation of assessment methods for international business etiquette courses. Traditional assessment methods place too much emphasis on theoretical knowledge and lack practical ability cultivation. To make up for this deficiency, this study proposes a practical assessment method to better evaluate students' application abilities in international business scenarios. Through role-playing, case analysis, and field visits, students can cultivate communication and communication skills, problem identification and problem-solving abilities, and apply the knowledge of business etiquette to practical work. These innovative assessment methods can comprehensively evaluate students' international business etiquette abilities and improve their competitiveness and adaptability in practical work.

### 1. Shortcomings of traditional assessment methods

#### 1.1 Emphasis on theoretical knowledge and insufficient cultivation of practical abilities

In traditional international business etiquette courses, the assessment methods for students mainly focus on mastering theoretical knowledge and conducting written tests, while the cultivation of practical abilities is relatively insufficient. This theoretical oriented teaching method poses certain difficulties for students when applying the knowledge they have learned in real business scenarios. In actual business environments, simply mastering theoretical knowledge is far from enough. Students need to possess good communication skills, problem-solving and problem-solving abilities, as well as adaptability to business etiquette in different countries and regions. However, traditional assessment methods often fail to comprehensively evaluate students' abilities in these areas.

#### 1.2 Shortcomings in evaluating students' comprehensive abilities

Traditional international business etiquette courses have certain shortcomings in evaluating students' comprehensive abilities. Traditional assessment methods mainly focus on mastering theoretical knowledge and conducting written tests, often neglecting students' comprehensive ability performance in practice. Students need to demonstrate good communication and communication skills, teamwork skills, problem identification and resolution abilities, as well as understanding and applying international business etiquette

in practical business scenarios. However, traditional assessment methods often fail to comprehensively evaluate students' performance in these areas. In order to better evaluate students' comprehensive abilities, we need to adopt more comprehensive and diverse assessment methods.

## **2. Innovation in assessment methods based on practice**

### **2.1 Application of role-playing**

Role playing is an innovative assessment method that can be applied in international business etiquette courses. Through role-playing, students can simulate real business scenarios and play different business roles, such as sales representatives in business meetings or negotiation representatives in business negotiations. This method can help students practice communication and communication skills, and cultivate teamwork and problem-solving abilities. In role-playing, students need to communicate and coordinate effectively with other roles, while solving potential problems and challenges. Through role-playing, students can gain a deeper understanding and application of international business etiquette, and learn to adapt and apply relevant etiquette norms in different scenarios. This practical learning approach can not only improve students' comprehensive abilities, but also enhance their competitiveness and adaptability in practical work. Role playing is an effective assessment method that can be applied in international business etiquette courses to help students develop practical skills and enhance their comprehensive abilities in the business environment.

### **2.2 Application of Case Analysis**

Case analysis is a beneficial assessment method that can be applied to international business etiquette courses. Through case analysis, students are required to analyze real business cases and propose solutions. This method can cultivate students' ability to identify and solve problems, as well as their analytical and decision-making abilities. Through case analysis, students can apply theoretical knowledge to practical situations and understand the challenges and opportunities in different business scenarios. They need to apply their knowledge of business etiquette, evaluate and propose appropriate solutions. Case analysis can also cultivate students' Critical thinking and judgment. They need to analyze the key issues in the case and make reasonable judgments and decisions based on relevant theories and experiences. Through case analysis, students can not only deepen their understanding of international business etiquette, but also improve their ability to cope with complex situations and make effective decisions in practical work. Case analysis is a beneficial assessment method that can be applied in international business etiquette courses to help students develop problem-solving and decision-making abilities, and enhance their comprehensive abilities in the business environment.

### **2.3 Application of Field Investigation**

Field inspection is an important assessment method that can be applied to international business etiquette courses. Through on-site investigations, students have the opportunity to visit different companies or participate in international business activities, experiencing and applying their knowledge of business etiquette firsthand. This method can help students gain a deeper understanding of business culture and etiquette norms in different countries and regions. They can observe and learn behavioral norms, etiquette habits, and cross-cultural communication skills in actual business scenarios. Through on-site investigations, students can enhance their adaptability to the international business environment and enhance their ability to communicate and collaborate effectively with people from different cultural backgrounds. They can also combine their theoretical knowledge with practical situations to better apply business etiquette norms. Field visits can also cultivate students' observational, analytical, and problem-solving abilities. They need to observe and analyze the details in different business scenarios, and propose appropriate behaviors and coping strategies based on the actual situation. Field visits are an important assessment method that can be applied in international business etiquette courses, helping students deepen their understanding and application of business etiquette, and enhancing their comprehensive abilities in cross-cultural business environments.

## **3. The value and significance of innovative assessment methods**

### **3.1 Comprehensive assessment of students' international business etiquette abilities**

In order to comprehensively evaluate students' international business etiquette abilities, we can use various methods for

comprehensive evaluation. Evaluate students' mastery of theoretical knowledge related to international business etiquette through written tests. This includes an understanding of business etiquette norms, cultural differences, and business communication skills across different countries and regions. Role playing can be used to assess students' communication and communication skills. By simulating real business scenarios, observe students' performance in communicating with others, including verbal expression, nonverbal communication, and politeness towards others. Case analysis can be used to evaluate students' ability to identify and solve problems. By analyzing real business cases, observe students' understanding and coping strategies for complex business situations. Field visits can provide students with the opportunity to apply their knowledge in real-world business environments. By visiting companies or participating in international business activities, observe students' behavior and adaptability in practical situations. Oral speeches or group discussions can be conducted to evaluate students' expressive and teamwork abilities.

### **3.2 Improving students' competitiveness and adaptability in practical work**

In order to improve students' competitiveness and adaptability in practical work, there are several key aspects that need to be focused on cultivation and development. Strengthen the cultivation of practical abilities. Traditional theoretical teaching cannot meet the needs of practical work, so it is necessary to cultivate students' practical abilities through practical learning and assessment methods. For example, through role-playing, case analysis, and field visits, students can apply their knowledge in real-life business scenarios and exercise their communication, problem-solving, and teamwork abilities. Emphasize the cultivation of cross-cultural communication skills. Effective communication and cooperation with people from different cultural backgrounds are crucial in the international business environment. Therefore, students need to learn and understand the business etiquette and cultural differences of different countries and regions in order to improve their cross-cultural communication skills. This can be achieved through learning cross-cultural communication skills, participating in international exchange projects, and conducting on-site inspections. Cultivating problem-solving and innovative abilities is also the key to improving students' competitiveness. In practical work, students will face various problems and challenges, and need to have good problem identification and problem-solving skills.

### **Conclusion**

In this paper, we explore innovative assessment methods for international business etiquette courses, aiming to enhance students' competitiveness and adaptability in practical work. By introducing practical assessment methods such as role-playing, case analysis, and field visits, we can more comprehensively evaluate students' comprehensive abilities, including communication and communication skills, problem-solving skills, cross-cultural communication skills, as well as professional and leadership abilities. This innovative assessment method will enable students to better cope with the challenges in the actual business environment and enhance their competitiveness in career development.

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