

Course Schedule of Shanghai Jianqiao University

1. Basic Information

Course Code	2060332	Course Name	Business Communication (Bilingual Course)
Course Credits	2	Total Course Hours	32
Instructor	Yuanhong Shi	Email	21082@gench.edu.cn
Class	Accounting– Grade20-1、2、3、4	Classroom	2-306
Q&A Time	Tuesday, 12:15-14:15		
Textbooks	Excellence in Business Communication, John V. Thill Courtland L. Bovée , Peking University Press ,2014		
Bibliography	Excellence in Business Communication (Thirteenth Edition) , John V. Thill Courtland L. Bovée, Pearson Education,2019 Business Communication fundamentals, Zhou Shibao, Peking university press, 2011 Business Communication: Rethinking your professional practice for the post-digital age, P Peter Hartley, Peter Chatterton, Routledge, 2015 Model Business Letters, Emails and Other Business Documents ePub eBook, Shirley Taylor, FT Publishing International, 2015		

2. Course Schedule

Week/Time s	Topics	Teaching Methods	Tasks
1	Introduction of the course Understanding Why Communication Matters Communicating as a Professional	Bilingual Lecture. Seminar.	Chaoxing Mooc task
2	Exploring the Communication Process Using Technology to Improve communication committing to Ethical and Legal communication	Lecture. Seminar Case study.	Chaoxing Mooc task
3	Improving Your Listening Skills Improving Your Nonverbal Communication Skills	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
4	Developing Your Conversational Skills Managing Workplace Conflict Developing Your Skills as a Negotiator	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
5	Communicating Effectively in Teams Collaborating on Communication Efforts	Lecture. Seminar.	Chaoxing Mooc task
6	Making Your Meetings More Productive Developing Your Business Etiquette	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
7	Understanding the Three-Step Writing Process Analyzing the Situation Gathering Information	Lecture. Seminar. Case analysis.	Chaoxing Mooc task

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8	Selecting the Best Combination of Media and Channels Organizing Your Information	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
9	Adapting to Your Audience: Being Sensitive to Audience Needs Adapting to Your Audience: Building Strong Relationships	Lecture. Seminar. Case analysis. Homework.	Homework: Business Messaging or Planning Reports and Proposals in group
10	Adapting to Your Audience: Controlling Your Style and Tone Composing Your Message: Choosing Powerful Words	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
11	Composing Your Message: Creating Effective Sentences Composing Your Message: Crafting Unified, Coherent Paragraphs	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
12	Revising your message: evaluating the first draft Revising to improve readability	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
13	Producing your message Proofreading your message	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
14	Business Messaging or Planning Reports and Proposals ,presentation in Group	Presentation	Chaoxing Mooc task
15	Finding the Ideal Opportunity in Today's Job Market Planning Your Résumé Writing Your Résumé	Lecture. Seminar. Case analysis.	Homework : Résumé in English
16	Completing Your Résumé Building an Effective Linked In Profile handing in homework	Lecture. Presentation discussion	Chaoxing Mooc task

3. Grading Policy

Grading Computation	Exams and Assignments	Percentage
X1	Class Participation	10%
X2	chapter tasks on MOOC	30%
X3	Business Messaging or Planning Reports and Proposals ,presentation in Group	30%
X4	Resume In English	30%

Instructor: 施元红

Dean's signature:



Time: February 20, 2023

Time: February 27, 2023

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