

【商务沟通（双语）】

【Business Communication (Bilingual Course)】 Syllabus

1. Basic Information

Course Code: 【1060035】

Course Credits: 【2】

Major: 【Management & Economics】

Characteristic of The Course: 【◎School Elective Courses】

School: Department of Tourism management , Business School

Teaching Materials and Textbooks:

Textbook 【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】

Online LearningWebsite URL:

<https://mooc1->

[1.chaoxing.com/mycourse/teachercourse?moocId=219318518&clazzid=43555788&edit=true&v=0&cpI=33776733&pageHeader=0](https://mooc1-1.chaoxing.com/mycourse/teachercourse?moocId=219318518&clazzid=43555788&edit=true&v=0&cpI=33776733&pageHeader=0)

Preface Course: 【Management 2060045(3)】

2. Course Description

Communication is the most valuable skill that graduates can bring into the workforce. First, the course helps student discover what business communication is all about, why communication skills are essential to their career, how intelligent technology is revolutionizing business communication, and how to adapt their communication experiences in life and college to the business world. Meanwhile the course is designed to improve their skills in such vital areas as listening, conflict resolution, collaboration, negotiation, and professional etiquette. Second, a proven writing process in the course divides the task of communicating into three clear steps: planning, writing, and completing messages. Every student can learn to write more effectively while spending less time and energy by the application of the three-step process. The process works for everything from blog posts to formal reports to the résumé. Finally, the course help students understand the employer’s perspective on the hiring process. The students can learn the some ways to craft a résumé and the other elements in their job-search portfolio. The students also understand the interviewing process to make sure they re prepared for every stage and every type of interview in the last part.

3. Suggestion for Choice of the Course

This course is suited for junior students majoring in Management and economics . Basic knowledge of Management and English level about CET4 is required. This learners are expected to dedicate 16 weeks of study, 2-3hours/week.

4. The Correlation of Curriculum and Graduation Requirements

Graduation Requirements	Relation
LO11: Understand the viewpoints and needs of others, respect the worth value of others and able to clearly express their opinions and suggestions in written and spoken English, and can communicate with customers and colleagues in different department. Establishing friendly and sustainable business relations	●
LO21: Set the goals according to the economic climate,. Apply collective, analysis, discuss and practice data of new knowledge, new technologies, new situations to realize study goals.	
LO31: Ability of international goods trade: Apply the knowledge of international trade, theory, law and rule, develop international market, establishing business relations, sign the contract and execute the contract.	
LO32: Ability of international service trade, apply regulation and law, provide consulting and strategy for government and enterprises to open the market.	
LO33: Ability of communication in international business: sourcing customer's information through different channel, use tactics and technique of communication to meet customer's needs through cooperation	●
LO34: The ability of financial econometrics analysis, learn the economy behavior and outcomes of society and single economy unit. Know the relation of variables, to analysis the economic issues with Qualitative and quantitative description analysis, forecast the tendency of economic development.	
LO35: Take precaution against the risk of exchange rate and goods itself : recognition the risk from payment and transaction	
LO41:Obey the discipline, keep the faith and keep the responsibility; adapt to the change of the environment, have the ability to resist setbacks and stress. ("responsibility" is one of the contents of our school motto)	
LO51 Maintain good cooperation with the group and become an active member in the group; be good at bringing forth new ideas from innovative thinking and using knowledge and practice.	
LO61: has a certain information literacy, good at collecting information, and can use information technology to solve problems in the work.	
LO71: willing to serve others, serve enterprises, serve the society, be enthusiastic, loving and grateful, (gratitude, reward and love) is one of our school motto.	
LO81: it has the basic ability to express communication and cross -cultural understanding in foreign languages, and has the awareness of international competition and cooperation.	●

LO=Learning Outcomes

5. Course Objectives / Course Expected Learning Outcomes

No.	Course Expected Learning Outcomes	Course Objectives (Detailed Expected Learning Outcomes)	Teaching and Learning Methods	Assessment Methods
1	L0111	Professional communication in a digital, social, mobile world; Interpersonal communication skills; Collaboration and business etiquette;	Lecture. Seminar. Case study. Interaction and feedback	Chapter tasks, Discussion Situational Dialogues,
2	L0332	Planning business messages; Writing business messages; Completing business messages;	Lecture. Seminar. Case study. Interaction and feedback	Situational Dialogues, Chapter tasks. Case Practice, Discussion
3	L0812	Finding the ideal opportunity in today's job market Building careers ; writing résumés	Lecture. Seminar. Case study. Interaction and feedback	Case Practice, Chapter Tasks, Discussion

6. Course Content

Unit 1 Professional Communication in a Digital, Social, Mobile World Theory class hour: 4

Teaching Content:

- 1.1 Understanding Why Communication Matters
- 1.2 Communicating as a Professional
- 1.3 Exploring the Communication Process
- 1.4 Using Technology to Improve Communication
- 1.5 Committing to Ethical and Legal Communication

Knowledge Requirements:

Importance of communication, professional communication, communication process, ethical and legal communication

Ability Requirements:

Using Technology to Improve Communication

Teaching Emphasis:

The Conventional Communication Model, The Social Communication Model,

Unit2 Interpersonal Communication Skills Theory class hour: 4

Teaching Content:

- 2.1 Improving Your Listening Skills
- 2.2 Improving Your Nonverbal Communication Skills
- 2.3 Developing Your Conversational Skills
- 2.4 Managing Workplace Conflict
- 2.5 Developing Your Skills as a Negotiator

Knowledge Requirements:

Interpersonal Communication Skills needed in workplace; Managing Workplace Conflic

Ability Requirements:

Listening Skills , Nonverbal Communication Skills, Conversational Skills, Negotiation skills

Teaching Emphasis:

Listening Skills , Conversational Skills, Negotiation skills

Unit 3 Collaboration and Business Etiquette Theory class hour: 4

Teaching Content:

- 3.1 Communicating Effectively in Teams
- 3.2 Collaborating on Communication Efforts
- 3.3 Making Your Meetings More Productive
- 3.4 Developing Your Business Etiquette

Knowledge Requirements:

Collaboration Etiquette, Business Etiquette

Ability Requirements:

Communicating Etiquette in Teams ,meeting Etiquette; Business Etiquette

Teaching Emphasis:

meeting Etiquette; Business Etiquette

Unit 4 Planning Business Messages Theory class hour: 4

Teaching Content:

- 4.1 Understanding the Three-Step Writing Process
- 4.2 Analyzing the Situation
- 4.3 Gathering Information
- 4.4 Selecting the Best Combination of Media and Channels
- 4.5 Organizing Your Information

Knowledge Requirements:

Three-Step Writing Process

Ability Requirements:

Analyzing the Situation; Gathering Information; Selecting the Best Combination of Media and Channels; Organizing Information

Teaching Emphasis:

Three-Step Writing Process

Unit5 Writing Business Messages Theory class hour: 6

Teaching Content:

- 5.1 Adapting to Your Audience: Being Sensitive to Audience Needs
- 5.2 Adapting to Your Audience: Building Strong Relationships
- 5.3 Adapting to Your Audience: Controlling Your Style and Tone
- 5.4 Composing Your Message: Choosing Powerful Words
- 5.5 Composing Your Message: Creating Effective Sentences
- 5.6 Composing Your Message: Crafting Unified, Coherent Paragraphs

Knowledge Requirements:

Adapting to Your Audience ; Composing Your Message

Ability Requirements:

Controlling Your Style and Tone ; Choosing Powerful Words; Creating Effective Sentences; Crafting Unified, Coherent Paragraphs

Teaching Emphasis:

Controlling Your Style and Tone ; Choosing Powerful Words; Creating Effective Sentences;
Crafting Unified, Coherent Paragraphs

Unit 6 Completing business messages Theory hour: 4

Teaching Content:

6.1 Revising your message: evaluating the first draft

6.2 Revising to improve readability

6.3 Producing your message

6.4 Proofreading your message

Knowledge Requirements:

four techniques to improve the readability of your messages; the importance of proofreading; role of major design elements in document readability

Ability Requirements:

eight steps to improve the clarity of writing, four tips for making your writing more concise; four principles of effective design; eight tips for successful proofreading.

Teaching Emphasis:

eight steps to improve the clarity of writing, four tips for making your writing more concise; four principles of effective design; eight tips for successful proofreading.

Unit 7 Building Careers and Writing Résumés Theory hour: 4

Teaching Content:

7.1 Finding the Ideal Opportunity in Today's Job Market

7.2 Planning Your Résumé

7.3 Writing Your Résumé

7.4 Completing Your Résumé

Knowledge Requirements:

Requirements for Résumés;; six most common formats of résumés.

Ability Requirements:


Planning Your Résumé; Writing Your Résumé; Completing Your Résumé ;

Teaching Emphasis:


Planning Your Résumé; Writing Your Résumé

8. Grading Policy

Grading Computation	Exams and Assignments	Percentage	No. of the Learning Outcomes evaluated
X1	Class Participation	10%	LO111/L0332
X2	chapter tasks on MOOC	30%	L0332/L0111
X3	Business Messaging , presentation in Group	30%	L0332/L0812
X4	Resume In English	30%	L0812/L0332

Instructor: 

Time: Feb 12, 2023

Dean's signature: 

Time: Feb 12, 2023