

Course Schedule of Shanghai Jianqiao University

1. Basic Information

Course Code	2060226	Course Name	Business Communication (English Course)
Course Credits	2	Total Course Hours	32
Instructor	Hua Yu	Email	05027@gench.edu.cn
Class	Tourism Management – Grade21-1、2	Classroom	3-104
Q&A Time	Tuesday, 8:20-9:50, 12:30-14:00		
Textbooks	Excellence in Business Communication (Thirteenth Edition), John V. Thill Courtland L. Bovée, Pearson Education, 2019		
Bibliography	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 Opportunities and Challenges of Communication in a Diverse World, Developing Cultural Competency Recognizing Variations in a Diverse World	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
8	Adapting to Other Business Cultures Improving Intercultural Communication Skills	Lecture. Seminar. Case analysis.	Chaoxing Mooc task

注：课程教学进度计划表电子版公布在本学院课程网站上，并发送到教务处存档。

9	Understanding the Three-Step Writing Process Analyzing the Situation Gathering Information	Lecture. Seminar. Case analysis.	Chaoxing MooC task
10	Selecting the Best Combination of Media and Channels Organizing Your Information	Lecture. Seminar. Case analysis.	Chaoxing MooC task
11	Digital Channels for Business Communication Social Networking Platforms	Lecture. Seminar. Case analysis.	Chaoxing MooC task
12	Business Messaging Email\blogging\Microblogging\podcasting	Lecture. Seminar. Case analysis. Homework.	Chaoxing MooC task
13	Supporting Your Messages with Reliable Information Conducting Secondary Research Conducting Primary Research	Lecture. Seminar. Case analysis.	Chaoxing MooC task
14	Planning Informational Reports & g Analytical Reports Planning Proposals Presentation	Lecture. Seminar Case study. Presentation	Chaoxing MooC task
15	Finding the Ideal Opportunity in Today's Job Market Planning Your Résumé Writing Your Résumé	Lecture. Seminar. Case analysis.	Chaoxing MooC task
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	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/L033 2

Instructor:



Dean's signature:



Time: Feb 12, 2022

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