

课程教学进度计划表

一、基本信息

课程名称	Business Communication (Bilingual Course)				
课程代码	1060035	课程序号	1618	课程学分/学时	2/32
授课教师	Xiao Tan	教师工号	24355	专/兼职	Full-time
上课班级	Business Administration – B22-3(专升本)	班级人数	26	上课教室	三教 406
答疑安排	Monday, 12:45-16:00				
课程号/课程网站	1618/ https://mooc1.chaoxing.com/course-ans/courseportal/249765708.html				
选用教材	Excellence in Business Communication, John V. Thill Courtland, L. Bovée, Peking University Press, 2014				
参考教材与资料	<p>Excellence in Business Communication (Thirteenth Edition), John V. Thill Courtland L. Bovée, Pearson Education, 2019</p> <p>Business Communication fundamentals, Zhou Shibao, Peking university press, 2011</p> <p>Business Communication: Rethinking your professional practice for the post-digital age, P Peter Hartley, Peter Chatterton, Routledge, 2015</p> <p>Model Business Letters, Emails and Other Business Documents ePub eBook, Shirley Taylor, FT Publishing International, 2015</p>				

二、课程教学进度安排

课次	课时	教学内容	教学方式	作业
1	2	Introduction to business communication Importance of business communication	Bilingual lecture. Discussion.	Chaoxing chapter task
2	2	Professional communication	Bilingual	Chaoxing

		Communication process and model	lecture. Discussion. Case study.	chapter task
3	2	Technology in business communication Ethical considerations in business communication	Bilingual lecture. Discussion. Case study.	Chaoxing chapter task
4	2	Active listening in business Non-verbal communication in business Conversation skill in business	Bilingual lecture. Discussion. Case study.	Chaoxing chapter task
5	2	Strategies for conflict resolution and negotiation Communication in teams Collaboration in business communication	Bilingual lecture. Discussion.	Chaoxing chapter task
6	2	Productive meeting Business Etiquette	Bilingual lecture. Discussion. Case study.	Chaoxing chapter task
7	2	Three-step writing process Situation analysis Information-gathering	Bilingual lecture. Discussion. Case study.	Chaoxing chapter task
8	2	Media and channel selection Information organization	Bilingual lecture. Discussion. Case study.	Chaoxing chapter task
9	2	Adapting to your audience: Being sensitive to audience needs Adapting to your audience: Building strong relationships	Bilingual lecture. Discussion. Case study. Homework.	Business messaging homework
10	2	Adapting to your audience: Controlling your style and tone Composing your message: Choosing powerful words	Bilingual lecture. Discussion. Case study.	Chaoxing chapter task

11	2	Composing Your Message: Creating Effective Sentences Composing Your Message: Crafting Unified, Coherent Paragraphs	Bilingual lecture. Discussion. Case study.	Chaoxing chapter task
12	2	Revising your message: evaluating the first draft Revising to improve readability	Bilingual lecture. Discussion. Case study.	Chaoxing chapter task
13	2	Producing your message Proofreading your message	Bilingual lecture. Discussion. Case study.	Chaoxing chapter task
14	2	Business Messages and presentation in group	Presentation	Chaoxing chapter task
15	2	Finding Opportunities in Today's Job Market Résumé	Bilingual lecture. Discussion. Case study	Résumé homework (English)
16	2	Completing Résumé Building a Linked Profile Handing in homework	Bilingual lecture. Discussion. Case study	Chaoxing chapter task

三、考核方式

总评构成	占比	考核方式
X1	10%	Class participation
X2	30%	Chapter tasks on MOOC
X3	30%	Business Messages or Planning Reports and Proposals, presentation in Group
X4	30%	Résumé (English)

任课教师:



(签名)

系主任审核:



(签名)

日期:

Feb. 9, 2025