

《 商务沟通（双语） 》本科课程教学大纲

一、课程基本信息

课程名称	商务沟通（双语）				
	Business Communication (Bilingual Course)				
课程代码	1060035	课程学分		2	
课程学时	32	理论学时	32	实践学时	0
开课学院	Business school	适用专业与年级		Business Administration (junior -to- undergraduate Upgrading), Junior	
课程类别与性质	Selective specialized course	考核方式		Total X	
选用教材	V. Thill , Court land L. Bovee Bove, excellence in Business Communication(14e), Pearson, 2024			是否为马工程教材	NO
先修课程	Management 2060045(3)				
课程简介	<p>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. Second, the course is designed to improve their skills in such vital areas as listening, conflict resolution, collaboration, negotiation, and professional etiquette. Third , 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</p>				

	<p>some ways to craft a résumé and the other elements in their job-search portfolio. The students also can understand the interviewing process to make sure they're prepared for every stage and every type of interview in the last part.</p>		
<p>选课建议与学习要求</p>	<p>This course is developed for junior students majoring in management and economics . Basic knowledge of Management and English level about CET4 is required. The learners are expected to dedicate 16 weeks of study, 2-3hours/week.</p>		
<p>大纲编写人</p>	<p>华玉</p>	<p>制/修订时间</p>	<p>Feb 20th,2025</p>
<p>专业负责人</p>	<p>华玉</p>	<p>审定时间</p>	<p>Feb 20th,2025</p>
<p>学院负责人</p>	<p>尹卫华</p>	<p>批准时间</p>	<p>Feb 20th,2025</p>

二、课程目标与毕业要求

(一) 课程目标

类型	序号	内容
知识目标	1	1.1 improve students' basic knowledge on English communication and cross-cultural understanding ; 1.2 Understand business communication issues, such as listening, conflict resolution, cooperation, negotiation, and business etiquette in the context of English culture; 1.3 Understand the different modes of business communication and master the main content and tools of modern business communication
技能目标	2	2.1 Master the principles of written business communication in English ; 2.2 Master three-step writing process of "plan- write- complete" and apply it in English business writing.
素养目标 (含课程思政目标)	3	Cultivate socialist successors who adhere to industry norms, possess professional spirit and a sense of social responsibility in international business context;
	4	Cultivate students' analytical and critical thinking, and guide them to rationally view cultural differences between China and the West, then promote and disseminate excellent Chinese culture.

(二) 课程支撑的毕业要求

<p>Lo1 Support the leadership of the CPC, strengthen ideals and beliefs, consciously cultivate and actively promote the core socialist values, enhance political identity, foster family and country feelings, abide by laws and regulations, inherit the spirit of Lei Feng, practice the school motto "gratitude, return, love, responsibility", actively serve others, serve the society, be honest and responsible, love and dedicate to the work.</p> <p>⑤ Love your job, love your major, study hard and practice more, and hone your skills. Familiar with the relevant laws and regulations of this major, consciously abide by professional norms in internship practice, and possess professional ethics.</p>
Lo3 Understand the opinions of others, respect their beliefs, and be able to

<p>communicate effectively in written or oral form in different settings.</p> <p>① Listen to others' opinions, respect their perspectives, and analyze their needs and wants.</p> <p>② Use written or oral form to express one's own views and communicate effectively</p>
<p>Lo8 obtain the basic communication skills in foreign languages and the cross-cultural understanding ability, and have the sense of international competition and cooperation.</p> <p>② Understand the history and culture of other countries, and have cross-cultural communication skills.</p>

(三) 毕业要求与课程目标的关系

毕业要求	指标点	支撑度	课程目标	对指标点的贡献度
Lo1	⑤	M	3 Cultivate socialist successors who adhere to industry norms, possess professional spirit and a sense of social responsibility in international business context;	100%
Lo3	①	H	1.1 improve students' basic knowledge on English communication and cross-cultural understanding ;	10%
			1.2 Understand business communication issues, such as listening, conflict resolution, cooperation, negotiation, and business etiquette in the context of English culture;	15%
			1.3 Understand the different modes of business communication and master the main content and tools of modern business communication	15%
	②	H	2.1 Master the principles of written business communication in English ;	10%
			2.2 Master three-step writing process of "plan- write- complete" and apply it in English business writing.	50%
	Lo8	②	M	4Cultivate students' analytical and critical thinking, and guide them to rationally view cultural differences

			between China and the West, then promote and disseminate excellent Chinese culture.	
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三、课程内容与教学设计

(一) 各教学单元预期学习成果与教学内容

<p>Unit 1 Professional Communication in a Digital, Social, Mobile World</p> <p>Teaching Content:</p> <p>1.1 Understanding Why Communication Matters</p> <p>1.2 Communicating as a Professional</p> <p>1.3 Exploring the Communication Process</p> <p>1.4 Using Technology to Improve Communication</p> <p>1.5 Committing to Ethical and Legal Communication</p> <p>Knowledge Requirements:</p> <p>Importance of communication, professional communication, communication process, ethical and legal communication</p> <p>Ability Requirements:</p> <p>Using Technology to Improve Communication</p> <p>Teaching Emphasis:</p> <p>The Conventional Communication Model, The Social Communication Model,</p> <p>Unit2 Interpersonal Communication Skills</p> <p>Teaching Content:</p> <p>2.1 Improving Your Listening Skills</p> <p>2.2 Improving Your Nonverbal Communication Skills</p> <p>2.3 Developing Your Conversational Skills</p> <p>2.4 Managing Workplace Conflict</p> <p>2.5 Developing Your Skills as a Negotiator</p>
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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

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

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

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

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

<p>Ability Requirements:</p> <p>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.</p> <p>Teaching Emphasis:</p> <p>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.</p> <p>Unit 7 Building Careers and Writing Résumés</p> <p>Teaching Content:</p> <p>7.1 Finding the Ideal Opportunity in Today’s Job Market</p> <p>7.2 Planning Your Résumé</p> <p>7.3 Writing Your Résumé</p> <p>7.4 Completing Your Résumé</p> <p>Knowledge Requirements:</p> <p>Requirements for Résumé;; Six most common formats of résumés.</p> <p>Ability Requirements:</p> <p>Planning Your Résumé; Writing Your Résumé; Completing Your Résumé ;</p> <p>Teaching Emphasis:</p> <p>Planning Your Résumé; Writing Your Résumé</p>
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(二) 教学单元对课程目标的支撑关系

教学单元	课程目标			
	1	2	3	4
Unit 1 Professional Communication in a Digital, Social, Mobile World	√		√	
Unit2 Interpersonal Communication Skills	√			√
Unit 3 Collaboration and Business Etiquette	√			√
Unit 4 Planning Business Messages		√		√

Unit5 Writing Business Messages		√		√
Unit 6 Completing business messages		√	√	
Unit 7 Building Careers and Writing Résumés	√	√	√	

(三) 课程教学方法与学时分配

教学单元	教与学方式	考核方式	学时分配		
			理论	实践	小计
Unit 1 Professional Communication in a Digital, Social, Mobile World	Lecture. /Seminar./Case study/interaction and feedback /Organize teaching activities with the assistance of Chaoxing MOOC	X1 Class Participation X2 chapter tasks on MOOC	4		
Unit2 Interpersonal Communication Skills	Lecture. /Seminar./Case study/interaction and feedback /Organize teaching activities with the assistance of Chaoxing MOOC	X1 Class Participation X2 chapter tasks on MOOC	4		
Unit 3 Collaboration and Business Etiquette	Lecture. /Seminar./Case study/interaction and feedback /Organize teaching activities with the assistance of Chaoxing MOOC	X1 Class Participation X2 chapter tasks on MOOC	4		
Unit 4 Planning Business Messages	Lecture. /Seminar./Case study/interaction and feedback /Organize teaching activities with the assistance of Chaoxing MOOC	X1 Class Participation X2 chapter tasks on MOOC X3 Messaging or Planning Reports and Proposals in group	4		
Unit5 Writing Business Messages	Lecture. /Seminar./Case study/interaction and feedback /Organize teaching activities with the assistance of Chaoxing MOOC	X1 Class Participation X2 chapter tasks on MOOC X3 Messaging or Planning Reports and Proposals in group	6		
Unit 6 Completing business messages	Lecture. /Seminar./Case study/interaction and feedback /Organize teaching activities with the assistance of Chaoxing MOOC	X1 Class Participation X2 chapter tasks on MOOC X3 Messaging or Planning Reports and Proposals in group	6		

Unit 7 Building Careers and Writing Résumés	Lecture. /Seminar./Case study/interaction and feedback /Organize teaching activities with the assistance of Chaoxing MOOC	X1 Class Participation X2 chapter tasks on MOOC X4 Resume In English	4		
合计			32		

四、课程思政教学设计

课程思政指标点	教学设计	涉及章节
LO1.	Apply analysis and discussion on the proper teaching cases ,(e.g. ,the importance of communication , cultural differences in communication ; professional ethics in business communication,etc.),to help the students understand the industry norms, international practices, professional Spiritual and social responsibility.	1、 6、 7
L082	Use the proper case study ,(e.g. Comparative analysis on business information writing of words, sentences, and paragraphs; Non verbal communication cases, internal communication conflicts within organizations and solution strategies; non-verbal communication cases, etc.) . Cultivate the ability of analytical and critical thinking , and provide proper guidance to identify the cultural differences between China and the West and Establish cultural confidence;	2、 3、 4、 5

五、课程考核

总评构成	占比	考核方式	合计				
			1	2	3	4	合计
X1	10%	Class Participation	30	30	40		100
X2	30%	chapter tasks on MOOC	30	30	20	20	100
X3	30%	Business Messaging or Planning Reports and Proposals ,presentation in Group	30	30	20	20	100
X4	30%	Resume In English	30	30	40		100

六、其他需要说明的问题

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