

## 课程教学进度计划表

## 一、基本信息

课程名称	Business Communication (English Course)				
课程代码	2060226	课程序号	3723	课程学分/学时	2/32
授课教师	Hua Yu	教师工号	05027	专/兼职	full-time
上课班级	Tourism Management B23-1/2	班级人数	22	上课教室	4-309
答疑安排	Tuesday, 8:20-9:55; 12:45-13:15				
课程号/课程网站	<a href="https://mooc2-ans.chaoxing.com/mooc2-ans/mycourse/tch?courseid=219318518&amp;clazzid=93441974&amp;cpi=33776733&amp;enc=327679d50645e5ffb014baeb9a3a5e69&amp;t=1709455567480">https://mooc2-ans.chaoxing.com/mooc2-ans/mycourse/tch?courseid=219318518&amp;clazzid=93441974&amp;cpi=33776733&amp;enc=327679d50645e5ffb014baeb9a3a5e69&amp;t=1709455567480</a>				
选用教材	John V. Thill , Court land L. Bovee Bove, excellence in Business Communication(14e) · Pearson · 2024				
参考教材与资料	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				

## 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 of the course Understanding Why Communication Matters Communicating as a Professional	Bilingual Lecture. Seminar.	Chaoxing Mooc task
2	2	Exploring the Communication Process Using Technology to Improve communication committing to Ethical and Legal communication	Lecture. Seminar Case study.	Chaoxing Mooc task
3	2	Improving Your Listening Skills Improving Your Nonverbal Communication Skills	Lecture. Seminar.	Chaoxing Mooc task

			Case analysis.	
4	2	Developing Your Conversational Skills Managing Workplace Conflict Developing Your Skills as a Negotiator	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
5	2	Communicating Effectively in Teams Collaborating on Communication Efforts	Lecture. Seminar.	Chaoxing Mooc task
6	2	Making Your Meetings More Productive Developing Your Business Etiquette	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
7	2	Understanding the Three-Step Writing Process Analyzing the Situation Gathering Information	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
8	2	Selecting the Best Combination of Media and Channels Organizing Your Information	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
9	2	Adapting to Your Audience: Being Sensitive to Audience Needs Adapting to Your Audience: Building Strong Relationships	Lecture. Seminar. Case analysis. Homework.	Homework: Business Messaging
10	2	Adapting to Your Audience: Controlling Your Style and Tone Composing Your Message: Choosing Powerful Words	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
11	2	Composing Your Message: Creating Effective Sentences Composing Your Message: Crafting Unified, Coherent Paragraphs	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
12	2	Revising your message: evaluating the first draft Revising to improve readability	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
13	2	Producing your message Proofreading your message	Lecture. Seminar. Case analysis.	Chaoxing Mooc task
14	2	Business Messaging or Planning Reports and Proposals ,presentation in Group	Presentation	Chaoxing Mooc task
15	2	Finding the Ideal Opportunity in Today's Job Market Planning Your Résumé Writing Your Résumé	Lecture. Seminar. Case analysis.	Homework : Résumé in English
16	2	Completing Your Résumé Building an Effective Linked In Profile handing in homework	Lecture. Presentation discussion	Chaoxing Mooc 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 Messaging , presentation in Group
X4	30%	Resume In English

任课教师:

华玉

系主任审核

华玉

日期: Feb 20, 2025