

## 《Business English》 Course Syllabus

<b>Course Chinese Title:</b> 商务英语	<b>Course Category (Compulsory/ Elective) :</b> Elective
<b>Course English Title:</b> Business English	
<b>Total Hours/ Hours Per Week/ Credit(s):</b> 32 hours	<b>Practical Hours:</b> 8 hours
<b>Lab Practice:</b> 0	
<b>Teaching Hours:</b> 32 hours	<b>Classroom:</b> Guancheng Campus 6305
<b>Class:</b> 2019 工商 1 班; 2019 工商 2 班	
<b>College:</b> 经济与管理学院 COLLEGE OF ECONOMICS AND MANAGEMENT	
<b>Instructor Name/ Academic Title:</b> Fang Xiang	
<b>Office Hour:</b> Monday 02:30-5:30pm, at 3207 Guancheng Campus, by appointment.	
<b>Course Assessment Method:</b> Open book ( ) Close book ( ) Report ( ) Other ( <input checked="" type="checkbox"/> )	
<b>Required Textbook:</b> Self-editing courseware, reading materials, PPT and course handouts. <b>Supplementary Materials:</b> Relevant videos; Relevant reading materials	
<p><b>Course Description:</b> This course aims to improve students' Business English language skills by developing their vocabulary, listening and reading skills and their understanding of tone, style and knowledge of communication methods.</p> <p>The course is intended to provide the students with opportunities to express business concepts by reformulating them in their own words while summarizing, analyzing, criticizing and discussing the following ideas: interview and recruitment, office communication, business pitches, business presentations, the small business negotiation, etc.</p> <p>This course is designed for students learning business English at an elementary levels to acquire and develop the English language knowledge and skills for business purposes, to promote self-development and creativity in a stress free atmosphere and to help those students who find it difficult to speak English in front of an audience, and to help students to improve their speaking fluency, develop their critical thinking and overall confidence. This course also aims at facilitating students to overcome the fear through a range of achievable approaches such as group discussions, mock interview sessions, debates, extempore and public speeches. We encourage all students to endeavor to get the most of out of this class, the more students put into their learning/training/practicing, the more they will get out it.</p>	

<b>Course Objectives:</b> The main learning objectives of the syllabus are: LO1: To strengthen students’ confidence to speak English in business-oriented situations. LO2: To enhance students’ business sense and acumen in business-oriented communication. LO3: To develop students’ communication, critical thinking ability and presentation skills for business use. LO4: To improve students’ communication ability to express, discuss and exchange opinions, ideas in practical, business-oriented situations. LO5: To handle themselves in English in a variety of business contexts, from negotiating, to using the telephone, to making presentations, to socializing.				The correlation between this course and the development of students' core abilities (Only to fill in this column if the course is for science and engineering majors) : □LOs 1. □LOs 2. □LOs 3. □LOs 4. □LOs 5. □LOs 6. □LOs 7. □LOs 8.			
Course Schedule							
Week	Topic	Instructor	Hours	Expected Learning Outcomes	Instructional Model (Online/Blending/Offline)	Instrument	Assignment
1	Course overview, objectives and learning expectations.	Fang Xiang	2	Course overview, chapter overview, learning objectives and learning expectations.  Ethical & Political Learning: by studying the importance of using English to facilitate the career development, students are able to develop a sense of patriotic sentiment.	Offline On campus Class	Lecture	Group Discussion

2	Self-introduction & Interview - Part 1	Fang Xiang	2	Understand the basic practical skills to address an interview situation in English conversation.	Offline On campus Class	Lecture	Group activities Roleplaying
4	CL/Resume/CV - Part 1	Fang Xiang	2	Students will be able to use English to write CL / CV/ Resume for needs of job application	Offline On campus Class	Lecture	Group Discussion Writing task
6	First day at work Communication skills Part 1	Fang Xiang	2	Students will be able to understand how to use small talk at workplace and use propriate English topics to interact with coworkers.	Offline On campus Class	Lecture	Group activities Roleplaying
7	First day at work Communication skills Part 2	Fang Xiang	2	Students will be able to use the Pyramid Principle to conduct conversation for business reporting and communication.	Offline On campus Class	Lecture	Group activities Roleplaying
8	Business Phone Call - Part 1	Fang Xiang	2	Students will be able to use correct phone call phrase to address entry-level business conversation. Such as handling voicemail.	Offline On campus Class	Lecture	Group activities Roleplaying
10	Office Communication - Part 1 – reception	Fang Xiang	2	Students will be able to handle entry level office conversation in English at workplace.	Offline On campus Class	Lecture	Group activities Roleplaying
11	Office Communication - Part 2 – meetings	Fang Xiang	2	Students will be able to conduct entry level office meeting conversation in English at workplace.	Offline On campus Class	Lecture	Group activities Roleplaying
11	Office Communication	Fang	2	Students will be able to host an internal regular business	Offline	Lecture	Group activities

	- Part 3 – manage a business meeting	Xiang		meeting and using appropriate phrases to manage the meeting and attendees.	On campus Class		Roleplaying
13	Business Negotiation - Part 1 - presentation	Fang Xiang	2	Students will be able to participate in entry-level business negotiation and using appropriate phrases and skills to give a business presentation.	Offline On campus Class	Lecture	Group activities Roleplaying
14	Business Negotiation - Part 2 - Skills	Fang Xiang	2	Students will be able to use negotiating vocabularies and phases to handle fundamental business negotiation situation. Understanding the cultural difference plays a key role for handling negotiating parties.  Ethical & Political Learning: Through the case study of learning the role of different business culture in conducting business negotiation, students will enhance their national pride and patriotic sentiment.	Offline On campus Class	Lecture	Group activities Roleplaying
15	Course Review & Final Presentation, Simulation and Assessment 01	Fang Xiang	2	Final group presentation and assessment part 1.  Students will be able to handle some common daily business activities, such as escorting business associates to take business trip and social or business activities.	Offline On campus Class	Lecture	Group activities Roleplaying

16	Final Presentation, Simulation and Assessment 02	Fang Xiang	2	Final group presentation and assessment part 2.  Ethical & Political Learning:  By recapping and discussing cross-cultural communication in cross-cultural business situations, which will cultivate students' patriotic sentiment, establish their confidence in our culture and strengthen their sense of national pride.	Offline On campus Class	Lecture	Group activities Roleplaying
Total:			24				
Practice Schedule							
Week	Topic	Instructor	Hours	Contents (Key point、Difficulty、 Ideological and political learning)	Type (Verified / Integrated / Designed)	Activities	
3	Self-introduction & Interview – Part 2	Fang Xiang	2	Practical hours.  Students will be able to apply the learned interview skills and English expression to practical situation.	Integrated Application	Group mock interview and role play activities.	
5	CL/Resume/CV - Part 2	Fang Xiang	2	Practical hours.  Students will be able to write a proper CL and understand the differences between a resume and a CV.	Integrated Application	Writing Task and Group Discussion, Peer assessment.	

9	Phone Call -Part 2	Fang Xiang	2	Practical hours. Students will be able to handle basic phone call conversation for business use.	Integrated Application	Group simulation and role play activities.
12	Office Assistant- Manage a business meeting	Fang Xiang	2	Practical hours. Students will be able to apply the learned English and Business skills to host and manage a business meeting.	Integrated Application	Group simulation and role play activities.
Total:			8			
<b>Assessment and Grading</b>						
<b>Assessment Method</b>		<b>Evaluation Criteria</b>				<b>Percentage (%)</b>
Attendance		<p>If a student who is late or leave early, his/her grade will be taken one point each time.</p> <p>If a student is absent for one class, the taken point will be 2 for each absentee.</p> <p>If a student who is taken more than 10 points away, his/her right to attend the final exam will be reserved.</p> <p>Actively participating in class activities is a good way to get attendance points.</p>				10
Individual Task		<p>Before the week 14, all students should complete two individual tasks, (10% per task). For each Individual Task (10%): Students can choose one topic from any class topics to make a 2-minute-speech or presentation video or audio.</p> <ul style="list-style-type: none"> <li>Each student should complete two individual tasks.</li> <li>Both two individual tasks should be completed and submitted before the end of the Week 14.</li> </ul>				20

Group Task	<p>All class groups will be allocated one group task.</p> <p>The Group Task is composed by Two Parts: A Group Presentation (15%), and a printed PPT/word document of the group presentation with detailed contents &amp; scripts (15%), separately.</p> <ul style="list-style-type: none"> <li>• All groups should complete their group task.</li> <li>• The Paper scripts or PPT/word document of the presentation should be printed and submitted before the end of the Week 14.</li> </ul>	30
Final Group Assignment	<p>The final group assignment is a group work, which is composed by Two Parts: A roleplay activity or a scenario simulation, which can be delivered in a in-class PPT-applied presentation setting (<b>25%</b>).</p> <p>The presentation or simulation contents and scripts are required to submit in printed written form (<b>15%</b>).</p> <ul style="list-style-type: none"> <li>• Every member of a group should be fully participating in the group assignment preparation and the performance.</li> <li>• The written scripts of the presentation/simulation should be submitted before the end of the Week 16.</li> </ul>	40
<p><b>Syllabus Submission Date:</b></p>		
<p><b>School Reviewal:</b></p> <p style="text-align: center;">Approved</p> <p style="text-align: right;">Signature: 洪志远</p> <p style="text-align: right;">Date: 2020.08.29</p>		