

Course Syllabus (English for International Business Communication)

Course Chinese Title: 外贸函电	Course Category (Compulsory/ Elective) : Compulsory	
Course English Title: English for International Business Communication		
Total Hours/ Hours Per Week/ Credit(s): 48/6/3	Lab Practice/ Practical Hours: 16	
Prerequisites: International Business Practice, International Business Negotiation		
Follow-up course: None		
Time:weeks 1-16 14:30- 16:55, Tuesday, Friday	Classroom: 1202 Guancheng Campus	
Class: 2021 国际商务产学国际 1 班		
College: School of Economics and Management		
Instructor Name/ Academic Title: Lu Xiaoqing/Associate Professor		
Office Hour: By Appt. at Room 3203, Guancheng Campus		
Course Assessment Method: Open book test () Close book test (✓) Report () Other (), see Assessment and Grading table below		
Required Textbook: Liu lian, etc English for International Business Communication (Jan., 2020) Hunan Normal University Press		
Supplementary Materials: Guoji Maoyi Shiwu Shuangyu Jiaocheng (2nd Edition May 2019) By Fu Long hai etc. University of International Business and Economics Press		
Course Description: Business letters are the principal means used by firms to keep in touch with their customers. They send business letters to ask for or to convey information, to make or to accept an offer and to deal with matters concerning negotiation of business, etc. Good quality paper and an attractive letterhead play their part in this, but they are less important than the message they carry. Business does not call for the elegant language of the post, but it does require us to express ourselves accurately in plain language that is clear and readily understood.		
Course Learning Objectives and its supporting on the requirement for graduation:		
Course Learning Objectives	Measurements on Requirement for Graduation	Requirement for Graduation
CO1: To have a general idea of theories, modes and rules of international trade; <ul style="list-style-type: none"> ● To have a deep understanding of international 	2.6 Students should have basic knowledge and operational skills in MNCs.	2 Economics knowledge and skills: students should master the basic knowledge of economics disciplines and be familiar with the relevant guidelines, policies, regulations and international

trade terms and procedures; <ul style="list-style-type: none"> ● To be able to do suitable and professional letter-writing to keep in touch with customers and to make the target. ● To know how to sign and perform a contract for international trade. 					practices and rules of import and export trade, and have the ability to operate the whole process of international trade as well as the ability to engage in international trade, international investment, transnational business and management and economic theory and policy research in import and export trade enterprises, multinational corporations and government departments.			
CO2: To apply professional knowledge and create new methods to settle the differences.				6.3 Students shall have the ability to apply and innovate knowledge.	6. Practical knowledge and practical ability: students should have strong sense of autonomous learning, knowledge renewal and lifelong learning, and have practical knowledge and sustainable practical ability of their major.			
CO3: To understand and be familiar with the relevant conventions, treaties and laws when dealing with international business. To have a good logical thinking and communication skills				7.1 Students should have effective business communication, good logical thinking and language skills. 7.2 Students should be able to write business correspondence, investigation reports, etc.	7 Communication Skills and Writing Expressions: Students should have strong communication skills good logical thinking, language communication skills and professional leadership Domain's written writing ability.			
Lecturing Plan								
Week	Topic	Instructor	Hours	Contents (Key point, Difficulty, Ethical and political learning)	Instructional Mode (Blending/Offline)	Activities	Assignment	Supporting Course Objectives
1	1. Introduce the course syllabus	Lu Xiaoqing	5	Keypoints: Layout and Format of Business Letter	Offline	Lecture	Reading: Business Letter-Writing	CO1

	Layout and Format of Business Letters			<p>Difficulty: Writing Skills of Business Letter</p> <p>Ethical and political learning: grasp the rules of good writing, make the foundation to establish business relations</p>			Essential Qualities P1-12	
2	1. Establishing Business Relations 2. Inquiry and Reply	Lu Xiaoqing	3	<p>Keypoints: Relative Expressions of Establishing Business Relations</p> <p>Difficulties: Concept of Inquiry</p>	Offline	Lecture/TBL	Difficulties review/Online Exercises	CO1
3	1. Offer 2. Counter-Offer	Lu Xiaoqing	4	<p>Keypoints: How to offer and counter offer</p> <p>Difficulties: firm offer and non-offer; terms and conditions used in an offer</p> <p>Ethical and political learning: know the conditions and make the accurate offer, it is easy to come to terms.</p>	Offline	Lecture/PBL	Difficulties review/Online Exercises	CO1
4	Acceptance and Order	Lu Xiaoqing	3	<p>Keypoints: Conditions of Acceptance</p> <p>Difficulties : Difference between Acceptance and Counter-offer</p>	Offline	Lecture/TBL	None	CO1

	Midterm Exam		2		Online (https://dgut.ullearning.cn/)	Exam		CO2
5	Insurance	Lu Xiaoqing	3	Keypoints: Contents of CIC Difficulties: Professional expressions used in insurance	Offline	Lecture	Online Exercises	CO1
6	Payment in International Trade	Lu Xiaoqing	4	Keypoints: Tools and Methods of Payment Difficulties: Professional expressions used in Payment	Offline	Lecture	Online Exercises	CO1
7	Shipment	Lu Xiaoqing	4	Keypoints: Professional expressions used in Shipment Difficulties: Workflow of international shipment	Offline	Lecture	Online Exercises	CO1
8	Claims	Lu Xiaoqing	4	Keypoints: Professional expressions used in Claims Difficulties: Workflow and Documents used in Claims Ethical and political learning: Do well to avoid claim in every transaction, but if happen, you should handle it professionally.	Offline	Lecture/TBL	Online Exercises	CO1
Total:			32					

Practice Plan

Week	Topic	Instructor	Hours	Contents (Key point, Difficulty, Ideological and political learning)	Practice Type (Verified / Integrated / Designed)	Activities	Supporting Course Objectives
2-8	Practice	Lu Xiaoqing	16	Do some letter writing according to the above procedure. Ethical and political learning: master some rules of good writing, communicate the other party with professional knowledge and skills.	Integrated	By group or individual	CO3
Total:			16				

Grading						
Course Learning Objectives	Supported Measurements	Assessments and grading Percentage (%)				Supporting Course Objectives
		Homework	Letter Writing Practice	Midterm Exam.	Final Term Paper	
CO1	2.6	30	0	0	20	50
CO2	6.3	0	0	10	30	40
CO3	7.1 7.2	0	10	0	0	10
Total		30	10	10	50	100

Syllabus Submission Date: Feb.22nd, 2024

School Reviewal: Agree

Signature: 范鹏

Date: 2024.2.29

Appendix: Rubrics

Homework

Measurement	Criteria			
	A (100)	B (85)	C (60)	D (0)
Understanding and Answer (40%)	Shows a full understanding of class concepts.	Shows a good understanding of class concepts.	Shows an average understanding of class concepts	Shows no understanding of class concepts
Accuracy and Logical Thinking (40%)	Very strong supporting material, logical explanations, and elaboration	Moderately strong supporting material, logical explanations, and elaboration	Average strong supporting material, logical explanations, and elaboration	Very weak supporting material, logical explanations, and elaboration.
Attitude to Homework (20%)	Takes homework seriously	Takes a better attitude to homework	Takes an average attitude to homework	Takes a bad attitude to homework

Letter Writing Practice

Measurement	Criteria			
	A (100)	B (85)	C (60)	D (0)
Business Letter Practice (100%)	Showsexcellent communication skills and abilities;	Showsbetter communication skills and abilities;	Showsmediocre communication skills and abilities;	Showspoor communication skills and abilities;