

## 《商务英语》教学大纲 Syllabus

课程名称: 商务英语 08100182	课程类别 (必修/选修): 选修 Selective – 双语课程 <b>Bilingual Curriculum</b>
课程英文名称: 《Business English》	
总学时/周学时/学分: 32/2/2	其中实验/实践学时: 8 hours
先修课程: There are no prerequisite courses for this one, but students should be able to read and comprehend college-level texts and should possess basic knowledge of trade and business.	
后续课程支撑: Business/Trade-related courses.	
授课时间: 1-16周周四[3-4 节]	授课地点: 莞城 5204 Town Campus 5204
授课对象: 2022 工商 2 班, 2022 工商 1 班	
开课学院: 经济与管理学院 School of Economics and Management	
任课教师姓名/职称: 方向/讲师 Xiang FANG/Lecturer	
答疑时间、地点与方式: 14:00-17:00 Thursday (by appointment) at Room 2303, Guancheng Campus / Online: WeChat Class Group	
课程考核方式: 开卷 ( ) 闭卷 ( ) Assignment/Report/Presentation (✓) Other (✓), see Assessment and Grading contents below.	
使用教材: 自编教材 Lecture notes and courseware slides.	
<p>教学参考资料:</p> <ol style="list-style-type: none"> <li>1. Mable Chan (2020), English for Business Communication, Routledge, ISBN 9781138481688</li> <li>2. Edward Barr (2021), 101 Tips for Improving Your Business Communication, Business Expert Press</li> <li>3. Kenneth Davis (2010), Business Writing and Communication (2nd edition), McGraw Hill</li> <li>4. Kevin W. &amp; Jennifer W. (2010), The AMA Handbook of Business Writing: The Ultimate Guide to Style, Grammar, Punctuation, Usage, Construction, and Formatting, AMACOM press.</li> </ol>	

**Course Description:**

This course aims to improve students' Business English language skills by developing their vocabulary, listening and writing skills and their understanding of tone, style and knowledge of communication methods. 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. This course is designed for students learning business English at an elementary level 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. We encourage all students to endeavour to get the most out of this class, the more students put into their learning/training/practising, the more they will get out of it.

Value Education is crucial parts of the learning course, which could significantly facilitate students to improve the learning effect and outcome of combining theory with practice in line with socialist core values, professionalism, ethics, moral principles and guidance of moral values.

**Course Learning Objectives and its supporting on the requirement for graduation::**

<b>Course Learning Objectives</b>	<b>Measurements on Requirement for Graduation</b>	<b>Requirement for Graduation</b>
<b>CO1:</b> To strengthen students' etiquette and business acumen to speak English in business-oriented situations.	<b>1-2</b>	<b>1</b>
<b>CO2:</b>		

To develop students' communication, critical thinking and presentation skills for business use.	2-5	2
<b>CO3:</b> To improve students' communication ability to express, discuss and exchange opinions, and ideas in practical, business-oriented situations.	7-1	7

理论教学进程表 - Learning Plan

Week	Topic	Instructor	Hours	Contents (Key point, Difficulty, Value Education)	Instructional Mode Blended/Offline	Teaching Activities	Assignment	Course L0s
1	Introduction of Business English	Xiang FANG	2	Contents: How to prepare for your job application Part 1 Key points: Interview skill sets 01 Curriculum Vita Cover letter for job application Resume Difficulties: Identify the differences between a CV and a Resume and the corresponding use.	Offline	Lecture Q&A Group Discussion	Reading Task	CO1 CO2

				Value Education: by studying the importance of using English to facilitate career development, students are able to develop a sense of patriotic sentiment.				
2	Writing a CV and Resume	Xiang FANG	1+ 1(P)	Contents: How to prepare for your job application Part 2 Key points: Interview skill sets 02 Skills for writing a Cover Letter Skills for writing a Resume Hard skills and soft skills Difficulties: What are the hidden codes of writing a professional CV/ Resume; How to explain gaps in your Resume/CV	Offline	Lecture Q&A Group Discussion	Practical Task: Writing assignment 01	CO1 CO2
3	Office Communication Daily office communication – Interview Small talk	Xiang FANG	2	Contents: How to handle the office communication part 1 Key points: Interview First day at work Reception and small talk	Offline	Lecture Q&A Group Discussion	Practical Task: Roleplay 01	CO1 CO2 CO3

				Difficulties: Responding to the daily conversation in the office working environment				
4	Office Communication Assistant job	Xiang FANG	2	Contents: How to handle the office communication part 2 Key points: Assistant job and reception Small talk in a business scenario Difficulties: How to handle open-ended questions.	Offline	Lecture Q&A Group Discussion	Reading Task	CO1 CO2 CO3
5	Office Communication Phone conversation	Xiang FANG	2	Contents: How to handle phone conversation 01 Key points: Answering business phone call Difficulties: Phone call etiquette, greeting and listening skills	Offline	Lecture Q&A Group Discussion	Practical Task: Roleplay 02	CO1 CO2 CO3
6	Office Communication Phone conversation	Xiang FANG	1+ 1(P)	Contents: How to handle phone conversation 02 Key points: Taking notes and voicemail Difficulties:	Offline	Lecture Q&A Group Discussion	Practical Task: Writing assignment 02	CO2 CO3

				Leaving and replying to a voicemail				
7	Writing business letters	Xiang FANG	2	<p>Contents:</p> <p>Business Email part 1</p> <p>Key points:</p> <p>Email format</p> <p>Difficulties:</p> <p>The codes of conducting business emails</p> <p>Value Education:</p> <p>By introducing the email etiquette to students to help them form ethical standards in business communication</p>	Offline	Lecture Q&A Group Discussion	Practical Task: Writing assignment 03	CO2 CO3
8	Writing business letters	Xiang FANG	2	<p>Contents:</p> <p>Business Email part 2</p> <p>Key points:</p> <p>Email title, Cc, Bcc</p> <p>Difficulties:</p> <p>The codes of conducting business email</p>	Offline	Lecture Q&A Group Discussion	Reading Task	CO1 CO2 CO3
9	Writing business report	Xiang FANG	1	<p>Contents:</p> <p>Business writing for data analysis and diagram 01</p> <p>Key points:</p> <p>Diagram analysis vocabularies</p>	Offline	Lecture Q&A Group Discussion	Reading Task	CO1 CO2 CO3

	and the corresponding presentation			Difficulties: Describing trends and details				
10	Writing business report and the corresponding presentation	Xiang FANG	1(P)	Contents: Business writing for data analysis and diagram 02 Key points: Presenting data in a business meeting Difficulties: Presentation skills and etiquette	Offline	Lecture Q&A Group Discussion	Reading Task	CO1 CO2 CO3
11	Attending and preparing a business meeting	Xiang FANG	2	Contents: Business meeting part 1 Key points: Meeting notification Meeting minutes Difficulties: The meeting organization skills	Offline	Lecture Q&A Group Discussion	Reading Task	CO1 CO2 CO3
12	Hosting and managing a business meeting	Xiang FANG	2	Contents: Business meeting part 2 Key points: Attending and exchanging opinions Difficulties: Hosting a business meeting	Offline	Lecture Q&A Group Discussion	Practical Task: Roleplay 03	CO1 CO2 CO3

13	Business meeting Simulation	Xiang FANG	2(P)	<p>Contents: Business meeting simulation and role-play activities</p> <p>Key points: Hosting and managing a meeting.</p> <p>Difficulties: Writing agenda, Taking minutes</p>	Offline	<p>Lecture</p> <p>Q&amp;A</p> <p>Group Discussion</p>	Reading Task	<p>CO1</p> <p>CO2</p> <p>CO3</p>
14	Business negotiation Conversation and skills	Xiang FANG	1+ 1(P)	<p>Contents: Business negotiation part</p> <p>Key points: Vocabularies and phrases for negotiation Negotiation skills and bargain conversation</p> <p>Difficulties: Negotiation acumen and conversation</p> <p>Value Education: Through the case study of learning the role of different business cultures in conducting business negotiation, students will enhance their national pride and patriotic sentiment.</p>	Offline	<p>Lecture</p> <p>Q&amp;A</p> <p>Group Discussion</p>	Reading Task	<p>CO1</p> <p>CO2</p> <p>CO3</p>
15	Business Etiquette	Xiang FANG	2	<p>Contents: Business Etiquette</p> <p>Key points:</p>	Offline	<p>Lecture</p> <p>Q&amp;A</p>	Reading Task	<p>CO1</p> <p>CO2</p>

	Intercultural communication			<p>Business etiquette and intercultural communication</p> <p>Difficulties:</p> <p>Handling business etiquette in diverse scenarios</p> <p>Value Education:</p> <p>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.</p>		Group Discussion		
16	Final Presentation	Xiang FANG	2 (P)	<p>Contents:</p> <p>Final Presentation/simulation</p>	Offline	Final Presentation	Final Simulation and presentation	CO1 CO2 CO3
Total:			24Hrs	N.B.: (P): Practical hours				

**实践教学进程表 - Practice Plan**

Week	Topic	Instructor	Hours	Contents (Key point, Difficulty, Value Education)	Instructional Mode (Verification / Integration / Design)	Activities	Supported Measurements Course L0s
2	Writing a CV and Resume	Xiang FANG	1(P)	<p>Contents:</p> <p>How to prepare for your job application Part 2</p>	Integrated	Lecture, group discussion and a	CO1 CO2

				<p>Key points: Writing a Cover Letter</p> <p>Difficulties: Selecting appropriate information in writing a CV</p>		practical writing task	CO3
6	Office Communication Phone conversation	Xiang FANG	1(P)	<p>Contents: How to handle the office communication part 3</p> <p>Key points: Answering business phone call Taking notes and voicemail</p> <p>Difficulties: Phone call etiquette, greeting and listening skills</p>	Integrated	Lecture, group discussion and a role-play activity	CO1 CO2 CO3
10	Writing business report and the corresponding presentation	Xiang FANG	1(P)	<p>Contents: Business writing for data analysis and diagram 02</p> <p>Key points: Presenting data in a business meeting</p> <p>Difficulties: Presentation skills and etiquette</p>	Integrated	Lecture, group discussion and a practical writing task	CO1 CO2 CO3
13	Business meeting Simulation	Xiang FANG	2(P)	<p>Contents: Business meeting simulation and role-play activities</p>	Integrated	Lecture, group discussion and a	

				<p>Key points: Meeting agenda/Meeting minutes</p> <p>Difficulties: Meeting preparation and arrangement Meeting hosting and management Meeting interaction and communication</p>		<p>role-play activity</p>	<p>CO1 CO2 CO3</p>
14	<p>Business negotiation Conversation and skills</p>	<p>Xiang FANG</p>	1(P)	<p>Contents: Business negotiation part 2</p> <p>Key points: Negotiation skills and bargain conversation</p> <p>Difficulties: Negotiation acumen and conversation</p> <p>Value Education: Through the case study of learning the role of different business cultures in conducting business negotiation, students will enhance their national pride and patriotic sentiment.</p>	Integrated	<p>Lecture, group discussion and a role-play activity</p>	<p>CO1 CO2 CO3</p>
16	Final Presentation	<p>Xiang FANG</p>	2(P)	<p>Contents: Final simulation/presentation</p>	Integrated	<p>Final Simulation and presentation</p>	<p>CO1 CO2 CO3</p>
Total:			8Hrs	N.B.: (P): Practical hours			

课程考核 - Assessment/Grading

Course LOs	Graduation Supported Measurements				Percentage (100%)
		Practical Assignment	Roleplay Activity	Final Term Presentation	
CO1	1-2	30	0	0	30
CO2	2-5	0	30	0	30
CO3	7-1	0	0	40	40
Total		30	30	40	100

备注：1) 根据《东莞理工学院考试管理规定》第十二条规定：旷课 3 次（或 6 课时）学生不得参加该课程的期终考核。2) 各项考核标准见附件所示。

大纲编写时间：2024 年 2 月 28 日 Syllabus Submission Date: 2024. 2. 28

系（部）审查意见- School Reviewal: Agree

Signature 系（部）主任签名: 范鹏

Date 日期: 2024 年 3 月 2 日

备注:

**Appendix: Grading Criteria Rubrics:**

Course Learning Objective	Assignment/Quiz - Grading Criteria			
	A (100)	B (85)	C (70)	D (0)
Understanding of the topic (OL1)	Writing shows a strong understanding of the topic-related theoretical knowledge	Writing shows a clear understanding of the topic-related theoretical knowledge	Writing shows adequate understanding of the topic-related theoretical knowledge	Writing shows little understanding of the topic-related theoretical knowledge
Addressing the topic (OL2)	Writing fully addresses the topic-related problems, issues, or questions.	Writing clearly addresses the topic-related problems, issues, or questions.	Writing adequately addresses the topic-related problems, issues, or questions.	Writing merely addresses the topic-related problems, issues, or questions.
Analyzing the topic and practical application (OL3)	Writing shows a comprehensive analysis of the internal and external factors of the topic along with practical opinions or suggestions on the topic-related questions.	Writing shows a clear analysis of the internal and external factors of the topic along with practical opinions or suggestions on the topic-related questions.	Writing shows adequate analysis of the internal and external factors of the topic along with practical opinions or suggestions on the topic-related questions.	Writing shows little analysis of the internal and external factors of the topic along with little practical opinions or suggestions on the topic-related questions.

Course Learning Objective	Discussion - Grading Criteria			
	A (100)	B (85)	C (70)	D (0)
Understanding of the topic (OL1)	Opinion shows a strong understanding of the topic-related theoretical knowledge	Opinion shows a clear understanding of the topic-related theoretical knowledge	Opinion shows adequate understanding of the topic-related theoretical knowledge	Opinion shows little understanding of the topic-related theoretical knowledge
Addressing the topic (OL2)	Opinion fully addresses the topic-related problems, issues, or questions.	Opinion clearly addresses the topic-related problems, issues, or questions.	Opinion adequately addresses the topic-related problems, issues, or questions.	Opinion merely addresses the topic-related problems, issues, or questions.
Analyzing the topic with Critical thinking and practical application (OL3)	Opinion shows a comprehensive analysis of the internal and external factors of the topic with practical opinions or suggestions on the topic-related questions.	Opinion shows a clear analysis of the internal and external factors of the topic along with practical opinions or suggestions on the topic-related questions.	Opinion shows adequate analysis of the internal and external factors of the topic along with practical opinions or suggestions on the topic-related questions.	Opinion shows little analysis of the internal and external factors of the topic along with few practical opinions or suggestions on the topic-related questions.

Course Learning Objective	Literature - Grading Criteria			
	A (100)	B (85)	C (70)	D (0)
Integration of Knowledge (CO1)	The paper demonstrates that the student fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights.	The paper demonstrates that the students, for the most part, understands and has applied concepts learned in the course.	The paper shows adequate understanding of the topic-related theoretical knowledge. Information is gathered from a limited number of sources.	The paper shows little understanding of the topic-related theoretical knowledge. Information is gathered from a single source.
Addressing the topic (OL2)	<p>The paper fully addresses the topic-related problems, issues, or questions.</p> <p>The paper Provides compelling and accurate evidence to support in-depth the central position. Research sources are highly relevant, accurate, and reliable and add to the strength of the paper; and are effectively referenced and cited throughout the paper.</p>	<p>The paper clearly addresses the topic-related problems, issues, or questions.</p> <p>The paper provides essential, accurate evidence to support the central position. Research sources are mostly relevant, accurate, and reliable. Sources are referenced and cited appropriately throughout the paper for the most part.</p>	<p>The paper adequately addresses the topic-related problems, issues, or questions.</p> <p>The paper provides some evidence to support the central position with only a few research sources. Some sources may not be relevant, accurate, and reliable and/or appropriately referenced and cited in the paper.</p>	<p>The paper merely addresses the topic-related problems, issues, or questions.</p> <p>The paper lacks sufficient research sources to support the central position and/or, if included, are generally not relevant, accurate, or reliable. Contains numerous factual mistakes, omissions, or oversimplifications. Sources, if included, are</p>

				not properly referenced and cited in the paper.
Analysing the topic, Critical thinking and practical application (OL3)	<p>The paper shows comprehensive analysis of the internal and external factors of the topic.</p> <p>Demonstrates a sophisticated understanding and careful, critical analysis of the research topic and thesis (argument). Compares/contrasts perspectives, considers counter arguments or opposing positions, and draws original and thoughtful conclusions with future implications.</p> <p>The paper shows comprehensively critical thinking along with practical ideas or suggestions on the topic-related questions.</p>	<p>The paper shows clear analysis of the internal and external factors of the topic.</p> <p>Demonstrates an understanding and some critical analysis of the research topic and thesis (argument). Adequately compares/contrasts perspectives, counter-arguments, or opposing positions but broader connections and/or implications are not as thoroughly explored.</p> <p>The paper shows clearly critical thinking along with practical ideas or suggestions on the topic-related questions.</p>	<p>The paper shows adequate analysis of the internal and external factors of the topic.</p> <p>Demonstrates general understanding with limited critical analysis of the research topic and thesis (argument). Summarizes perspectives, counter-arguments, or opposing positions.</p> <p>The paper shows adequately critical thinking along with practical ideas or suggestions on the topic-related questions.</p>	<p>The paper shows little analysis of the internal and external factors of the topic.</p> <p>Demonstrates a lack of understanding and inadequate analysis of the research topic and thesis. Analysis is superficial based on opinions and preferences rather than critical analysis.</p> <p>The paper shows no critical thinking along with little practical ideas or suggestions on the topic-related questions.</p>

Course Learning Objective	Presentation - Grading Criteria			
	A (100)	B (85)	C (70)	D (0)
Understanding of the topic (OL1)	Presentation shows a strong understanding of the topic-related theoretical knowledge	Presentation shows a clear understanding of the topic-related theoretical knowledge	Presentation shows adequate understanding of the topic-related theoretical knowledge	Presentation shows little understanding of the topic-related theoretical knowledge
Addressing the topic (OL2)	Presentation fully addresses the topic-related problems, issues, or questions.	Presentation clearly addresses the topic-related problems, issues, or questions.	Presentation adequately addresses the topic-related problems, issues, or questions.	Presentation merely addresses the topic-related problems, issues, or questions.
Analyzing the topic with Critical thinking and practical application (OL3)	Presentation shows a comprehensive analysis of the internal and external factors of the topic along with practical ideas or suggestions on the topic-related questions.	Presentation shows a clear analysis of the internal and external factors of the topic along with practical ideas or suggestions on the topic-related questions.	Presentation shows adequate analysis of the internal and external factors of the topic along with practical ideas or suggestions on the topic-related questions.	Presentation shows little analysis of the internal and external factors of the topic along with few practical ideas or suggestions on the topic-related questions.