

课程教学进度计划表

一、基本信息

课程名称	商务沟通 Business communication				
课程代码	1060035	课程序号	1861	课程学分/学时	2/32
授课教师	Hanxiu Lei	教师工号	20093	专/兼职	专职
上课班级	工商 B21-8 (专升本)	班级人数	48	上课教室	三教 205
答疑安排	周四 1. 2. 3. 4 节课				
课程号/课程网站	https://mooc1.chaoxing.com/course/241381524.html				
选用教材	Excellence in Business Communication · John V. Thill Courtland, L. Bovée, Peking University Press ,2014				
参考教材与资料	<p>Excellence in Business Communication (Thirteenth Edition) · John V. Thill Courtland L. Bovée · Pearson Education,2019</p> <p>Business Communication fundamentals, Zhou Shibao, Peking university press, 2011</p> <p>Business Communication: Rethinking your professional practice for the post-digital age, P Peter Hartley, Peter Chatterton, Routledge, 2015</p> <p>Model Business Letters, Emails and Other Business Documents ePub eBook, Shirley Taylor, FT Publishing International, 2015</p>				

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	Course introduction 课程介绍 What is BC 商务沟通概论	Bilingual Lecture. Case study Discussion quiz	Chaoxing homework Extensive reading
2	2	Nonverbal communication 非语言沟通 元素 - Active listening skill 积极聆听 - Cultural differences 非语言沟通 的文化差异	Bilingual Lecture. Case study Video / Discussion quiz	Chaoxing homework Extensive reading
3	2	Communication technology 传媒科技 Ethical value of BC 商务沟通的伦理价 值	Bilingual Lecture. Case study Video / Discussion quiz	Chaoxing homework Extensive reading

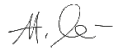
4	2	Workplace communication 职场沟通	Bilingual Lecture. Case study Video / Discussion quiz	Chaoxing homework Extensive reading
5	2	Communication in negotiation 沟通 与谈判	Bilingual Lecture. Case study Video / Discussion quiz	Chaoxing homework Extensive reading
6	2	Communication in team 团队沟通	Bilingual Lecture. Case study Video / Discussion quiz	Chaoxing homework Extensive reading
7	2	Communication in project 项目沟通	Bilingual Lecture. Case study Video / Discussion quiz	Chaoxing homework Extensive reading
8	2	Communication in meeting 会议沟通	Bilingual Lecture. Case study Video / Discussion quiz	Extensive reading
9	2	书面沟通 I - - Analysis of the situation - Gathering information	Bilingual Lecture. Case study Video / Discussion quiz	Chaoxing homework Extensive reading
10	2	书面沟通 II - - Selecting of media and channel - Adapting to your Audience	Bilingual Lecture. Case study Video / Discussion quiz	Chaoxing homework Extensive reading
11	2	书面沟通 III - - Sentences and Paragraphs - Structure	Bilingual Lecture. Case study Video / Discussion quiz	Chaoxing homework Extensive reading
12	2	Communication Etiquette 沟通礼仪 - Small talk /tabu topics 闲聊技 校/禁忌话题 - Cultural differences 文化差异	Bilingual Lecture. Case study Video / Discussion quiz	Chaoxing homework Extensive reading
13	2	Group presentation / X3 assessment X3 考核	Group presentation test	Chaoxing homework Extensive reading
14	2	Job search communication 求职沟通 Personal branding 自我营销/个人品牌	Bilingual Lecture. Case study Video / Discussion quiz	Chaoxing homework Extensive reading
15	2	Writing of a persuasive resume 简历 Personal Profiling 个人形象管理	Bilingual Lecture. Case study Video / Discussion quiz	Chaoxing homework
16	2	Job interview 面试技巧	Bilingual Lecture. Case study Video / Discussion	Chaoxing homework Extensive

			quiz	reading
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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 , persuasive writings Presentation in Group
X4	30%	Personal profiling in English

任课教师:

 (签名)

系主任审核:



(签名)

日期: 2024. 3. 1