

Capital University of Economics and Business

Overseas Chinese College

| | |
|-----------------------------------|---|
| <u>Year and Semester</u> | 2021 Fall (September 2, 2021— January 16, 2022) |
| <u>Course Name</u> | Business Writing |
| <u>Course Code</u> | GE125 |
| <u>Course Type</u> | <input checked="" type="checkbox"/> General Education (Required) <input type="checkbox"/> General Education (Elective) <input type="checkbox"/> Professional Course (Required) <input type="checkbox"/> Professional Course (Elective) <input type="checkbox"/> Basic Disciplinary Course |
| <u>Course Credits</u> | 2 |
| <u>Course Hours</u> | 32 |
| <u>Prerequisites</u> | None |
| <u>Instructor</u> | Prof. Kevin Xiao |
| <u>Contact Information</u> | Office: C218 Tele: 83951081 Email: xzhiq@hotmail.com |
| <u>Office Hour</u> | M: 13:30—15:30;W: 10:00—12:00;F: 13:30—15:30; |
| <u>Learning Centre</u> | TH: 18:00—20:00;W: 15:30—17:30 |
| <u>Grade/Section</u> | 2021BA ; 2021ACCA1/2021ACCA2 ; 2021IT ; 2021CFA; |
| <u>Course Time/Place</u> | 2021IT M:10:10—12:00; 2021ACCA2 T:8:00—9:50; 2021BA W:8:00—9:50;2021CFA F:8:00—9:50; 2021ACCA1 F:10:10—12:00; |

Textbook

《财经写作教程》霍唤民主编 高等教育出版社 2013 第二版 ISBN :9787040351477;

Reference Book

1. 《财经写作》 杨文丰 著 中国人民大学出版社 2014 年第一版, ISBN 9787300185088;
2. 《财经应用写作教程》 刘春丹 编 上海交通大学出版社 2010 年 8 月第一版, ISBN 9787313064738;
3. 《财经文书写作教程》王纪, 高云海, 张向风 著 对外经济贸易大学出版社 2013 年 2 月第一版, ISBN 9787566306180;

Course Description

《财经应用文写作》是培养学生具备基本的的应用写作理论知识、较强的专业写作能力及文章分析与处理能力的课程, 具有实践性强、实用性突出的特点。本课程的基本要求为: (1) 要使学生掌握必备的写作理论知识; (2) 引导学生多接触文章实际, 领悟各种应用类文体、文种的写法, 提高应用文写作能力; (3) 指导学生进行有效的作文训练, 帮助学生形成良好的写作习惯和熟练的写作技巧。

Student Learning Objectives

本课程的教学目的，是使学生能够受到较系统的财经应用文写作的训练，掌握必要的写作技能技巧，获得较完备的关于财经应用文写作的理论知识，提高专业写作的实际能力，以适应今后在学习、生活、工作以及科学研究中的写作需要。

Website Source

1. <http://www.appliedwriting.com>
2. <http://www.yywxz.com/>

Teaching Methods

This course contains lectures, class discussions, homework, quizzes, presentation and exams. Textbook content will be introduced first. Then practice questions will be delivered to students as a way to test their understanding of the knowledge. This will require individual or group assignment in or after class.

Grade Criterion

| Component | Weight | Description |
|---------------|-------------|---|
| Final Exam | 20% | 期末考试的范围包含本课程的全部内容，考试题型以主观题为主，包括名词解释、简答、辨析、修改、论述和写作实践题。 |
| Mid-Term Test | 20% | 期中考试的范围包含本课程截至期中考试前所讲授的全部内容，考试题型以主观题为主，包括名词解释、简答、辨析、修改、论述和写作实践题。 |
| Homework | 15% | 大部分作业内容出自本课程使用的教材。作业必须在规定的时间内提交，批改之后的作业由老师留存，不返还给学生。 |
| Quizzes | 15% | 本学期至少两次测验，测验可能提前通知学生或不提前通知学生，测验的目的之一也是检查学生的出勤情况。测验考核学生对概念的理解和运用。 |
| Presentation | 10% | 学生以小组的形式准备演讲，每名学生都需要积极参与。演讲题目的来源多样化。每个小组需要准备与演讲题目相关的PPT，并在正式演讲开始前提交给授课老师。 |
| Participation | 10% | 学生应积极参与回答问题等课堂讨论，授课老师记录学生相应的参与分数。 |
| Attendance | 10% | 请参见下面出勤规则部分内容。 |
| Total | 100% | |

Detailed Grade Computation

| | Before Midterm | After Midterm |
|---------------|----------------|---------------|
| Attendance | 5% | 5% |
| Participation | 5% | 5% |
| Homework | 5% | 10% |
| Quizzes | 5% | 10% |
| Presentation | | 10% |
| Midterm test | 20% | |
| Final exam | | 20% |
| Total | 40% | 60% |

Grading Policy

| | | | | | |
|-----------|---------|----------|----------|---------|----------|
| A+ 97-100 | A 93-96 | A- 90-92 | B+ 87-89 | B 83-86 | B- 80-82 |
| C+ 75-79 | C 70-74 | C- 67-69 | D+ 63-66 | D 62-60 | F 0-59 |

Exam Schedule

Midterm Test: Nov.1-5

Final Exam: Jan.10-14

Assessment of Student Performance

☞ Self-Study and Reading ability Practice

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

☞ Homework

Students should finish their homework by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence). Late assignments without reasonable proof will be reduced in score by 50%.

☞ Attendance

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ♦ Being late for 15 minutes or more is considered an absence.
- ♦ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- ♦ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly.
but students are welcome to continue attending classes.
- ♦ An incomplete grade (I) will be considered in case of medical or family emergencies.

☞ Participation

- ♦ Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- ♦ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ♦ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ♦ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.

♦ All above behaviors will be solely evaluated by the instructor for scoring.

☞ **Textbook**

Students must bring the textbook to class.

Topical Course Outline

| Week | Date | Topics | Homework |
|------|---------|--|--------------------------|
| 4 | Sep. 27 | 讲解授课大纲 (Syllabus) | 教材第 8 页 写作训练 |
| | Sep. 28 | 第一章绪论 | |
| | Sep. 29 | 第一节概念和作用 | |
| | Sep. 30 | 第二节特点和种类 | |
| | Oct. 1 | 第三节作者的修养和能力 | |
| 5 | Oct. 4 | 第二章 组成要素 第一节 主旨和材料 National Day Holiday | |
| | Oct. 5 | | |
| | Oct. 6 | | |
| | Oct. 7 | | |
| | Oct. 8 | | |
| 6 | Oct. 11 | 第二章 组成要素 | 教材第 22 页 第 2、3、4、6、题。 |
| | Oct. 12 | 第一节 主旨和材料 | |
| | Oct. 13 | 第二节 结构和形态 | |
| | Oct. 14 | 第三节 语言特点和要求 | |
| | Oct. 15 | 第四节 表达特点和技法 | |
| 7 | Oct. 18 | 第三章 财经常用公文 | 教材第 65 页 第 1、2、5、7 题。 |
| | Oct. 19 | 第一节概说 | |
| | Oct. 20 | 第二节通知 | |
| | Oct. 21 | 第三节通报 | |
| | Oct. 22 | 第四节报告 第五节请示 | |
| 8 | Oct. 25 | 第四章 财经管理文书 | 教材第 102 页 第 6、7、8 题。 |
| | Oct. 26 | 第一节 财经计划 | |
| | Oct. 27 | 第二节 简报 | |
| | Oct. 28 | 第三节 调查报告 | |
| | Oct. 29 | 第四节 总结 | |
| 9 | Nov. 1 | 期中测试 | |
| | Nov. 2 | | |
| | Nov. 3 | | |
| | Nov. 4 | | |
| | Nov. 5 | | |
| 10 | Nov. 8 | 第五章 财经专业文书 (一) | 教材第 159 页 第 2、6、7 题。 |
| | Nov. 9 | 第二节 合同 | |
| | Nov. 10 | 第四节 审计报告 | |
| | Nov. 11 | 第六节 验资报告 | |
| | Nov. 12 | | |
| 11 | Nov. 15 | 第六章 财经专业文书 (二) | 教材第 197 页 第 4、5 题。 |
| | Nov. 16 | 第二节 市场调查报告 | |
| | Nov. 17 | 第三节 市场预测报告 | |
| | Nov. 18 | 第四节 可行性研究报告 | |
| | Nov. 19 | | |
| 12 | Nov. 22 | 第七章 财经宣传文书 | 教材第 197 页 |
| | Nov. 23 | 第一节 概说 | |

| | | | |
|----|---------|-----------------|-------------------------|
| | Nov. 24 | 第二节 财经消息 | 第 1、4 题。 |
| | Nov. 25 | 第六节 财经广告 | |
| | Nov. 26 | | |
| 13 | Nov. 29 | 第八章 财经公关文书 | 教材第 236 页 第 1、3 题。 |
| | Nov. 30 | 第一节 概说 | |
| | Dec. 1 | 第三节 欢迎词、欢送词、答谢词 | |
| | Dec. 2 | 第四节 贺词、贺电、贺信 | |
| | Dec. 3 | | |
| 14 | Dec. 6 | 第九章 经济法律文书 | 教材第 236 页 第 3、4 题。 |
| | Dec. 7 | 第一节 概说 | |
| | Dec. 8 | 第二节 经济纠纷起诉状 | |
| | Dec. 9 | 第三节 经济纠纷答辩状 | |
| | Dec. 10 | | |
| 15 | Dec. 13 | 第十章 财经论文 | 教材第 236 页 第 2、3、4 题。 |
| | Dec. 14 | 第一节 含义和作用 | |
| | Dec. 15 | 第三节 选题 | |
| | Dec. 16 | 第六节 格式 | |
| | Dec. 17 | 第七节 写作程序 | |
| 16 | Dec. 20 | 第十一章 申论写作 | 教材第 321 页 写作训练。 |
| | Dec. 21 | 第一节 概说 | |
| | Dec. 22 | 第二节 内容和要求 | |
| | Dec. 23 | 第三节 写作步骤 | |
| | Dec. 24 | | |
| 17 | Dec. 27 | 论文和演讲 | |
| | Dec. 28 | | |
| | Dec. 29 | | |
| | Dec. 30 | | |
| | Dec. 31 | | |
| 18 | Jan. 3 | 论文和演讲；期末复习、答疑 | |
| | Jan. 4 | | |
| | Jan. 5 | | |
| | Jan. 6 | | |
| | Jan. 7 | | |
| 19 | Jan. 10 | 期末考试 | |
| | Jan. 11 | | |
| | Jan. 12 | | |
| | Jan. 13 | | |
| | Jan. 14 | | |

Note: Some chapters or sections may leave for self-study, this is the students' duty to learn and understand, they may also be included in the quizzes or exams.

Teacher's Office Hour

- ◆ The instructor's office hour is shown in the front of the office door.
- ◆ Students are suggested to use the instructor's office hour and learning center to ask questions or talk with the instructor once at least per week for good communication and effective learning, which is recorded in the students' participation.
- ◆ The time can be scheduled by instructors or students, or both.

Cheating and Plagiarism

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source notes. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

Important Dates

| | |
|---------------------|--|
| Fall Semester, 2021 | September 2, 2021— January 16, 2022 |
| Sept.5 | Registration (Sophomores, Juniors and Seniors) |
| Sept.6 | Classes Begin (Sophomores, Juniors and Seniors) |
| Sept.10 | Last Day to Drop or Add a Course (Sophomores, Juniors and Seniors) |
| Sept.18 | Registration (Freshmen) |
| Sept.21 | Mid-Autumn Festival |
| Sept.27 | Classes Begin (Freshmen) |
| Oct.1 | National Day |
| Nov.1-5 | Midterm Test (tentative) |
| Jan.1, 2022 | New Year's Day |
| Jan.10-14 | Final Exam Period (Freshmen) |
| Jan.17 | Winter Vacation Begins |

Note: This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.

Instructor: _____

Department Head: _____

