

# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b>Year and Semester</b>	2023 Fall					
<b>Course Name</b>	Business Writing					
<b>Course Code</b>	GE125					
<b>Course Type</b>	<input checked="" type="checkbox"/> General Education (Required)		<input type="checkbox"/> General Education (Elective)			
	<input type="checkbox"/> Basic Disciplinary Course		<input type="checkbox"/> Professional Course (Required)			
	<input type="checkbox"/> Professional Course (Elective)		<input type="checkbox"/> Professional Course (Expanded)			
	<input type="checkbox"/> Professional Course (Advanced)					
<b>Course Credits</b>	2					
<b>Course Hours</b>	Total Class Hours	32	Lecture Hours	32	Experiment (Computer) Hours	0
<b>Applicable object</b>	<input checked="" type="checkbox"/> Freshman <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input type="checkbox"/> Senior					
	<input checked="" type="checkbox"/> Business Administration (Accounting)					
	<input checked="" type="checkbox"/> Information Management and Information Systems (Finance)					
<b>Prerequisites</b>	None					
<b>Instructor</b>	Prof. K. Xiao					
<b>Contact Information</b>	Office: C218					
	Tele: 83951081					
	Email: xiaozhiqiang@cueb.edu.cn					
<b>Office Hour</b>	TBA					
<b>Learning Centre</b>	TBA					
<b>Grade/Section</b>	2023BA1/2023BA2; 2023ACCA1/2023ACCA2; 2023IT; 2023CFA;					
<b>Course Time/Place</b>	2023ACCA1 T:12 节, A104; 2023IT W:12 节, A201; 2023CFA TH:12 节, A105;2023ACCA2 F:12 节, A105; 2023BA2 F:12 节, A102;2023BA1 F:67 节, A101;					
<b>Textbook</b>	《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

On successful completion of this exam, candidates should be able to:

<b>Knowledge</b>	<p>(1) 了解财经应用文写作基础知识：基本概念、特点、类别和作用，领会写作要求；(2) 掌握财经应用文写作的语体以及语言要求；(3) 熟悉掌握常用财经工作应用文种的写作格式、写作要求，掌握其写作方法和技巧；(4) 理解相似财经文种的区别，能够选择恰当文种进行写作；</p>
<b>Capability</b>	<p>(1) 能够根据现实财经工作和生活中碰到的实际情况，结合所学财经文种知识，选择相应的财经文种进行写作；(2) 能够达到财经应用写作的基本要求：主题正确集中，材料充实有针对性、结构符合文种体式、语言表达简洁明确、严谨得体，能对给定材料进行分析、提炼、运用；(3) 能够独立处理日常事务，撰写相关的财经工作常用的文书；(4) 能够借用网络、报刊等媒体手段收集资料，处理一般信息，能正确提出问题、分析问题、解决问题；(5) 能够运用访问调查法、观察调查法、统计调查法等多种调查手段进行财经调查研究，对给定材料进行分析、提炼、运用从而制定出科学的财经市场调查报告、市场预测报告、经济活动分析报告等财经类文体的写作；(6) 能够运用财经应用文写作的知识，解决当下校园生活、未来职场遇到的问题。</p>
<b>Mindset</b>	<p>(1) 具备较强的语言表达能力，具备较强的材料归纳、总结能力，全面提升学生的财经应用文写作的能力和写作素养；(2) 培养学生财经工作领域分析处理信息、加工素材的能力。(3) 具备良好的规则意识、法律意识、市场意识、竞争意识，增强就业竞争力；(4) 具备独立思考的能力和自主学习的能力。(5) 具备较强的团队合作和协作精神，学会与人沟通，善于协调，能够参与或组织团队开展的实践活动；(6) 培养学生从事财经类专业工作必需的职业态度、职业情感、职业意识和职业素养。</p>

## Website Source

<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测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。
<b>Total</b>	100%	

### **Detailed Grade Computation**

	Before Midterm	After Midterm
Attendance	5%	5%
Participation	5%	5%
Homework	5%	10%
Quizzes	5%	10%
Presentation		10%
Mid-Term Test	20%	
Final exam		20%
Total	40%	60%

### **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 (original)

Week	Topics	Platform	Homework
4	讲解授课大纲 ( Syllabus )	Classroom	
	第一章绪论 第一节概念和作用 第二节特点和种类 第三节作者的修养和能力	Classroom	教材第 8 页 写作训练
5	National Day		
	复习第一章内容 讨论作业	Classroom	
6	第二章 组成要素 第一节 主旨和材料 第二节 结构和形态	Classroom	教材第 22 页第 2、3 题
	复习第二章第一节、第二节内容 讨论作业	Classroom	
7	第二章 组成要素 第三节 语言特点和要求 第四节 表达特点和技法	Classroom	教材第 22 页第 4、6 题
	复习第二章第三节、第四节内容 讨论作业	Classroom	
8	第三章 财经常用公文 第一节概说 第二节通知 第三节通报 第四节报告 第五节请示	Classroom	教材第 65 页 第 1、2、5、7 题
9	Midterm Test	Classroom	
	复习第三章内容 讨论作业	Classroom	
10	第四章 财管理文书 第一节 财经计划 第二节 简报 第三节 调查报告 第四节 总结	Classroom	教材第 102 页 第 6、7、8 题
11	复习第四章内容 讨论作业	Classroom	

	第五章 财经专业文书 (一) 第二节 合同 第四节 审计报告 第六节 验资报告	Classroom	教材第 159 页 第 2、6、7 题
12	复习第五章内容 讨论作业	Classroom	
	第六章 财经专业文书 (二) 第二节 市场调查报告 第三节 市场预测报告 第四节 可行性研究报告	Classroom	教材第 197 页第 4、5 题
13	复习第六章内容 讨论作业	Classroom	
	第七章 财经宣传文书 第一节 概说 第二节 财经消息 第六节 财经广告	Classroom	教材第 197 页第 1、4 题
14	复习第七章内容 讨论作业	Classroom	
	第八章 财经公关文书 第一节 概说 第三节 欢迎词、欢送词、答谢词 第四节 贺词、贺电、贺信	Classroom	教材第 236 页第 1、3 题
15	复习第八章内容 讨论作业	Classroom	
	第九章 经济法律文书 第一节 概说 第二节 经济纠纷起诉状 第三节 经济纠纷答辩状	Classroom	教材第 252 页第 3、4 题
16	复习第九章内容 讨论作业	Classroom	
	第十章 财经论文 第一节 含义和作用 第三节 选题 第六节 格式 第七节 写作程序	Classroom	教材第 293 页 第 2、3、4 题
17	复习第十章内容 讨论作业	Classroom	
	第十一章 申论写作 第一节 概说 第二节 内容和要求 第三节 写作步骤	Classroom	教材第 321 页写作训练
18	Revision/Presentation	Classroom	
19	Final exam		

*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. A review in Chinese may be held during L.C. and O.H. in the semester.*

### 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

Midterm Test	Week 9 or 10
Final Exam	Week 18 or 19 (Refer to the notice of the Academic Affairs Office)

*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:** 肖志强

**Department Head:** 张薇

