

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

<u>Year and Semester</u>	2018 Fall (September 3, 2018 - January 4, 2019)
<u>Course Name</u>	Business Communication Skills
<u>Course Code</u>	EMAG414
<u>Course Type</u>	<input type="checkbox"/> General Education (Required) <input type="checkbox"/> General Education (Elective) <input type="checkbox"/> Professional Course (Required) <input checked="" type="checkbox"/> Professional Course (Elective) <input type="checkbox"/> Basic Disciplinary Course
<u>Course Credits</u>	3
<u>Course Hours</u>	51
<u>Prerequisites</u>	None
<u>Instructor</u>	Li Yaling (Karen Li)
<u>Contact Information</u>	Office: C201 Tele: (010)83951093 Email: liyaling@cueb.edu.cn
<u>Office Hour</u>	M: 13:00—14:00; T: 14:30—15:30; W:10:00-12:00; W:13:00 -15:00 F: 10:00—11:00
<u>Learning Centre</u>	M: 14:00—16:00 T: 18:00—20:00;
<u>Grade/Section</u>	2015 ACCA/Y01 2015CIMA/Y02
<u>Course Time/Place</u>	2015 ACCA M: 10:10—12:00 T: 1:30-2:20 / A201; 2015CIMA T: 8:00—9:50 T: 3:40-4:30/ A201

Textbook

Kitty O.Locker, Donna S. Kienzler. *Business and Administrative Communication, 10th Edition*. China Machine Press, Beijing, ISBN 978-7-111-43763-5.

Reference Book

Judith Dwyer. *The Business Communication Handbook, 10th Edition*. Cengage, ISBN 978-0170354172.

Course Description

Communication knowledge and skills are essential to career success. Employers not only seek staff with the technical knowledge and skills specific to an occupation, they also search for staff with the ability to apply written, oral and interpersonal communication skills and the capacity to contribute to harmonious relations between colleagues, customers and others. The purpose of this course is to help students develop a clear and effective style of communications that can be used in the business field

Student Learning Objectives

After completing this course, students will be able to:

- ♦ Build and enhance knowledge of communication principles and skills in interpersonal and written communication.

- ♦ Learn various forms of communication used in a business setting including: Emails, Presentations, Job Search, Resumes, Job Interviews, and much more.
- ♦ Demonstrate the communication skills necessary to step into a professional role.

Teaching Methods

This course contains lectures, class discussions, homework, quizzes, presentation and exams. Textbook content will be introduced first. Then real case and 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%	A cumulative final examination will be given based on all of the contents of the class. The exam paper may be composed of multiple-choice questions, short answer questions, essay questions, problems, and preparation of financial statements. Students should rely primarily on homework assignments to give them a sense of what they may see for material on exams.
Mid-Term Test	20%	A cumulative midterm test will be given based on all of the contents that have been taught in class. The test paper may be mainly composed of multiple-choice questions and it should be completed within 15 minutes in class.
Homework	10%	Most of the assigned homework is taken from the Exercises in the textbook. Assignments will be collected at the clearly stated date. Late assignments will not be accepted. The graded assignments will be kept by the tutor for reference and won't be returned to students.
Quizzes	10%	There will be at least 2 quizzes during the semester. Quizzes may or may not be announced in advance. It may also be used as a way to check the attendance. Quizzes will test your knowledge of both concepts and the application of those concepts.
Presentation	20%	The students will be divided into several groups to prepare a presentation. Each student is required to be involved in the presentation. The topics can be selected from the textbook or lectures. Each group need to finish a PPT related to the topic which is given and hand in the related resources to the teacher before the presentation.
Participation	10%	Individuals will be asked to participate individually in a question and answer at least 5 times during the semester. The performances should be counted in their participation.
Attendance	10%	Refer to attendance policy listed below
Total	100%	

Detailed Grade Computation

	Before Midterm	After Midterm
Attendance	5%	5%
Participation	5%	5%
Homework	5%	10%
Quizzes	5%	10%
Presentation		20%
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: November 5-9, 2018;

Final Exam: January 2-11, 2019

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
1	Sep. 3	<ul style="list-style-type: none"> ● Syllabus ● Chapter 1 <ul style="list-style-type: none"> • The purpose and importance of business communication (BC) in workplace • Employability skills • What do employers value? 	--
	Sep. 4	<ul style="list-style-type: none"> ● Definition of communication <ul style="list-style-type: none"> • Forms of communication • Communication process ● Discussion 	--
2	Sep. 10	<ul style="list-style-type: none"> ● Communication barriers ● Three levels of culture ● Communication in multicultural society ● Discussion 	--
	Sep. 11	<ul style="list-style-type: none"> ● Chapter 2 ● The cost of communication ● Criteria for effective messages ● Following conventions ● Discussion 	--
3	Sep. 17	<ul style="list-style-type: none"> ● How to solve business communication problems ● Chapter 3 <ul style="list-style-type: none"> ● Building goodwill <ul style="list-style-type: none"> • You-attitude ● Positive emphasis <ul style="list-style-type: none"> • Exercise P77 3.3-3.6 ● Discussion 	Textbook Page 20: Exercise 1.3;1.4
	Sep. 18	<ul style="list-style-type: none"> ● Bias free language ● Exercise 3.7 	Textbook Page 79: Exercise 3.12
4	Sep. 24	(Mid-autumn Festival Holiday)	--
	Sep. 25	<ul style="list-style-type: none"> ● Chapter 4 <ul style="list-style-type: none"> • Ethics • Corporate culture • Exercise 4.4 	--

		<ul style="list-style-type: none"> • Interpersonal communication ● Discussion 	
5	Oct. 1	(National Day Holiday)	— —
	Oct. 2	(National Day Holiday)	— —
6	Oct. 8	<ul style="list-style-type: none"> ● Chapter 4 • Interpersonal communication • Time management • Trends in business communication 	— —
	Oct. 9	<ul style="list-style-type: none"> ● Chapter 5 • Communicating across cultures • values, beliefs, and practices • Nonverbal communication 	— —
7	Oct. 15	<ul style="list-style-type: none"> ● Chapter 6 ● Making oral presentation • Types of presentation • Involve your audience • Planning Powerpoint slides 	— —
	Oct. 16	<ul style="list-style-type: none"> ● Chapter 6 • How to deliver an effective presentation 	— —
8	Oct. 22	<ul style="list-style-type: none"> ● Chapter 6 • handling questions • Dealing with hostile audiences 	— —
	Oct. 23	<ul style="list-style-type: none"> ● Chapter 7 • Write in plain English • Half-truth about business writing ● Exercises 5.5-5.8 	Textbook Page 144: Exercise 5.9-5.12
9	Oct. 29	<ul style="list-style-type: none"> ● Chapter 7 • Half-truth about business writing • Ten ways to make your writing easier to read 	Textbook Page 144: Exercise 5.17 ;5.21
	Oct.30	<ul style="list-style-type: none"> ● Chapter 8 ● E-mails, letters and paper memos 	Email Writing
10	Nov. 5	Midterm Test In the form of presentation	— —
	Nov.6	Midterm Test In the form of presentation	— —
11	Nov.12	<ul style="list-style-type: none"> ● Chapter 8 ● E-mails, letters and paper memos 	— —
	Nov.13	<ul style="list-style-type: none"> ● Chapter 8 • Delivering negative messages • Exercise P296 10.4-10.5 	Textbook Page 297: Exercise 10.6;10.8
12	Nov.19	<ul style="list-style-type: none"> ● Chapter 8 • Crafting persuasive messages 	

	Nov.20	<ul style="list-style-type: none"> ● Chapter 9 •Building Resumes •Types of resumes 	
13	Nov.26	<ul style="list-style-type: none"> ● Chapter 9 •What to include in a resume •How employers use resume •Evaluating your strengths and interests 	Write a resume
	Nov.27	<ul style="list-style-type: none"> ● Chapter 9 •What not to include in resume •Dealing with difficulties 	Revise and polish the resume
14	Dec. 3	<ul style="list-style-type: none"> ● Chapter 10 ●Interview <ul style="list-style-type: none"> • Types of interview • Interview strategy • Interview preparation 	--
	Dec. 4	<ul style="list-style-type: none"> ● Chapter 10 •Interview channels •Interview customs 	--
15	Dec. 10	<ul style="list-style-type: none"> ● Chapter 10 •Interview practice •Traditional interview questions and answers 	--
	Dec. 11	<ul style="list-style-type: none"> ● Chapter 10 • Final steps for a successful job search 	--
16	Dec. 17	Presentation I (3-4 groups)	
	Dec. 18	Presentation II(3-4 groups)	
17	Dec. 24	Review	
	Dec. 25	Review	

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

Fall Semester, 2018	August 31, 2018— January 13, 2019
Aug. 31	Registration
Sep.3	Classes Begin
Sep.7 - 20	Freshmen's Military Training
Sep.24	Classes Begin (Freshmen)
Sep.24	Mid-Autumn Festival (tentative)
Oct.1 - 5	National Day Holiday (tentative)
Oct. 29 - Nov. 2	Mid-term Test
Jan.1, 2019	New Year's Day Holiday (tentative)
Jan.2-11	Final Exam Period
Jan.14	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: _____

