

# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b>Year and Semester</b>	2026 Spring						
<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 Hours	Class	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 (Data Governance)						
<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>	25 级工商管理（国际会计）1、2、3、4 班；25 级信息管理与信息系统（数据治理）1、2 班						
<b>Course Time/Place</b>	启铸恭温楼 A203[周一 01-02]节 25 级信息管理与信息系统（数据治理）2 班 启铸恭温楼 A105[周一 03-04]节 25 级工商管理（国际会计）4 班 慎思楼-411[周一 06-07]节 25 级信息管理与信息系统（数据治理）1 班 启铸恭温楼 A101[周二 03-04]节 25 级工商管理（国际会计）1 班 启铸恭温楼 A102[周三 01-02]节 25 级工商管理（国际会计）2 班 启铸恭温楼 A104[周四 03-04]节 5 级工商管理（国际会计）3 班						
<b>Textbook</b>	《应用文写作》徐中玉主编，高等教育出版社，2023 年版第六版，ISBN 9787040581744；						

#### Reference Book

1. 《财经应用写作教程》 李薇主编 高等教育出版社 2024 年 8 月第一版，ISBN 9787040623017；
2. 《应用文写作》 主编 上海交通大学出版社 2025 年 10 月第一版，ISBN 9787313335005；

#### Course Description

课程严格遵循高等教育通识教育改革要求，将课程思政建设贯穿教学全过程，以“规范、实用、会写、能用”为核心教学导向，推动知识传授、技能训练、职业素养培育与思想价值引领的四维深度融合。教学中将习近平经济思想、生态文明思想及文化自信相关思想自然渗透，引导学生在应用写作中践行求真务实的

工作作风，理解应用文在服务经济社会发展、推动政策落地、助力新质生产力培育中的重要作用，树立服务国家经济建设的责任意识；课程精准服务于学生学业发展、求职就业及未来职场履职能力提升，为学生奠定坚实的应用写作基础，助力学生树立正确的职业观、价值观，培育脚踏实地的担当精神、严谨负责的责任意识、胸怀家国的格局视野，引导学生将个人成长融入国家发展大局，成长为兼具专业能力、思想素养与家国情怀的高素质应用型人才。

### **Student Learning Objectives**

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

<b>Knowledge</b>	<p>(1) 掌握应用文的核心定义、本质特点、分类标准、构成要素及核心写作规范。熟练掌握公文的标准格式、行文规则及具体适用场景，理解公文作为党政机关传达政令、落实政策、服务群众的重要工具，引导学生将公文写作与贯彻落实习近平经济思想、生态文明思想等党的创新理论相结合。(2) 掌握事务文书、商务文书等常用文书的核心知识要点，明确不同常用文书的写作逻辑、表达要求与应用场景；结合习近平经济思想中“高质量发展”“以人民为中心”的发展理念，理解常用文书在服务经济社会发展、优化营商环境中的重要作用。(3) 领会应用文“准确、简明、平实、得体”的语言要求，结合习近平总书记关于“文风建设”的重要指示，培育求真务实、简洁务实的文风。</p>
<b>Capability</b>	<p>(1) 精准区分各类应用文文种的核心差异，结合习近平经济思想、生态文明思想的实践要求，精准选择公文、事务文书等适配文种，提升服务国家发展大局的文书表达能力。(2) 能够撰写格式规范、结构完整、内容真实、表达得体的常用应用文，将专业写作能力与国家发展需求相结合。(3) 具备较强的修改与优化能力，精准识别文书在格式、内容、语言、逻辑上的各类问题，提出科学合理、切实可行的修改方案，培育批判性思维与精益求精的工匠精神；践行求真务实的工作作风，同时在修改过程中强化规则意识与责任担当。(4) 逐步形成高效、严谨、规范的书面沟通能力，能够运用应用文写作能力，传递中华优秀传统文化、解读习近平经济思想、生态文明思想的核心要义，履职中践行服务群众、推动发展的理念，社会交往中展现文明素养与文化自信。</p>
<b>Mindset</b>	<p>(1) 培育实事求是、严谨负责的写作态度，深入践行习近平新时代中国特色社会主义思想中求真务实的核心要求，既契合习近平经济思想中“真抓实干推动高质量发展”的实践导向，又传承中华优秀传统文化中“信义为本”的价值理念。(2) 强化规则意识、效率意识与职业素养，结合习近平经济思想中“完善社会主义市场经济体制、强化制度执行”的要求，践行“讲规矩、守底线”的责任担当，同时以规则意识涵养现代公民素养。(3) 提升逻辑思维、信息整合与问题解决能力，立足习近平经济思想中“系统观念推动经济社会发展”的科学方法，引导学生用科学思维分析问题、解决问题，将系统思维融入文书写作与实践工作。</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%	期中测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>	<b>100%</b>	

### **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.

### **Topical Course Outline (original)**

周次	学时	教学内容	教学方法	思政与三大思想融入重点	作业安排
1	2	模块一：应用文写作基础（概述、构成要素、写作流程）+ 实践练习	讲练评结合法、病文修改法	规范表达、尊重意识；三大思想在应用文写作中的价值体现	完成 1 篇基础应用文，修改给定病文
2-3	4	模块二：公文概述、通知、通报写作	案例教学法、情境模拟法、讲练评结合法	规则意识、责任担当；经济政策传达、生态保护部署、文化精神弘扬的公文要求	撰写 1 篇校园通知、1 篇表彰通报（生态/文化主题）
4-5	4	模块二：请示、报告写作 + 实践练习	案例教学法、小组合作法、病文修改法	程序意识、实事求是；经济工作请示、生态建设报告	撰写 1 篇请示（校园文化/生态活动经费）、1 篇报

				的写作规范与思想体现	告（学习心得）
6-7	4	模块三：计划、总结、调查报告写作	案例教学法、任务驱动法、小组合作法	实事求是、求真务实；经济发展计划、生态保护总结、文化传承调查报告的写作要求	撰写1篇个人学习计划、1篇小型调查报告（校园/社会主题）
8	2	模块三：述职报告、简报、规章制度写作 + 实践练习	讲练评结合法、案例教学法	责任担当、规则意识；经济岗位述职、生态保护简报的思想体现	撰写1篇述职报告（模拟岗位）
9	2	模块四：消息、广告、说明书写作 + 实践练习	讲练评结合法、案例教学法	实事求是、求真务实；消息的写作要求	撰写1篇财经消息
10-12	6	模块五：合同、市场调查报告、标书写作	案例教学法、任务驱动法、小组合作法	诚信意识、职业素养；经济合同、市场调查报告的写作要求	撰写1篇经济合同、1篇市场调查报告
13-14	4	模块六：起诉状、答辩状、上诉状 + 实践练习	讲练评结合法、案例教学法	责任担当、规则意识；起诉状、答辩状、上诉状的写作要求	撰写1篇起诉状
15-16	4	课程复习、综合实训讲评、期末考核说明	讲授法、小组讨论法、讲评法	强化三大思想与思政素养的综合践行，梳理课程核心要点	完成课程学习总结，整理个人写作档案
期末	-	期末闭卷/实操考核	考核法	全面考核知识掌握、技能运用、思政素养与三大思想践行效果	备考期末考核

### 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 8 or 9
Final Exam	Week 17 or 18 ( 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

