

DONGGUAN UNIVERSITY OF TECHNOLOGY

School of Economics and Management

Course Syllabus

Spring 2019

Course Information

Course Code	086627
Course Title	Business English Correspondence
Instructor	Xiang FANG
Class	2017 International Economics and Trade (International Business Industry-University International Program)
Course Category	☒ Compulsory ☐ Elective
Credit(s)	2
Total Hours	36
Hours Per Week	2 hours for week 1-18
Practical Hours	4
Lab Practice Hours	0
Classroom	Monday, 7410, Guancheng Campus
Time	Monday 10:25-12:00.
Office Hour	Monday 16:30-18:00 at 3207 Guancheng Campus; by appointment
Required Textbook	Sun Xiao Hong (2017), <i>Business English Correspondence</i> . 1st Edition, Qinghua University Publishing House. ISBN- 9787302463634.
Supplementary Materials	1. Tongchun Cheng (2018). <i>International Business Correspondence In English</i>. 3rd edition. Southeast university press. ISBN- 9787564166922. 2. Jingling Xie (1999). <i>International Business Correspondence In English</i>. 1st edition, Shanxi economic publishing house. ISBN- 7806363718/F386. 3. Ping Ge. (2017). <i>International Business Correspondence In English</i>. Fudan University Press. ISBN- 9787309130874
Prerequisites	Business English, International Trade Practice

Assessment and Grading

Your grade is composed by four parts. They are attendance (10%), Participation (individual / group (20%)), Group Projects/Assignments/Activities (20%), and final writing assignment (50%).

The detailed grading is as following:

	Standard	Notes
Attendance, 10%	If you are late or leave early without notification, your grade will be taken one point each time. If you are absent for one class, the taken point will be 2 for each absentee. Give questions is a good way to get points in attendance.	If you are taken more than 10 points away, your right to participate final assignment shall be reserved.
Participation (individual /group) 20%	Class participation is an essential part of the learning process. Students will be evaluated on the quality your individual/group performance, your team spirit and your contributions to the class/group activities by your peers or the lecturer correspondingly within the frame of blended learning structured process.	All class attendants are required to participate the in/after class study, discussion, tasks and study preparation.
Group Projects/Assignments/Activities 20%	Students should expect to spend an adequate amount of time on reviewing the course handouts and finalizing the group assignments before the due day. To keep up with the flow of the course, students are strongly recommended to complete the relevant reading materials and to have the individual and group presentations / activities conscientiously prepared before or after the class.	All course assignments/projects/activities shall be participated and well prepared by groups. Each Group's performance will be assessed and marked by peers and lecturer.
Final Assignment, 50%	One in-class business correspondence writing assignment will be arranged for all class attendants during the final weeks.	In-Class writing assignment.

Course Description

The Business English Correspondence course is designed to introduce the students into the world of international business/trade where employees will need to determine which type of communication you should use in different situations.

The course is intended to:

- Develop the students' comprehension of business texts;
- Develop the students' writing skills in the field of business;
- Provide the students with opportunities to express business concepts by reformulating them in their own words while summarizing, analyzing, criticizing and discussing the following ideas: work motivation, interview and recruitment, advertising and marketing, the small business, etc.

Teaching, learning and assessment are designed within blended learning structured scheme to enable students to achieve the course objectives described below. While part of any session is likely to involve direct teaching, the emphasis is on student participation and teacher should encourage students to take part actively in discussion and in tasks like small group and pair work, role play, and individual or group presentations/assignments.

We encourage all students to endeavor to get the most of out of this class – the more students put into their learning/training/practicing, the more they will get out of it.

Course Objectives

Instructional Goals and Purposes: The purpose of this course is to teach students the principles of effective business correspondence and to apply those principles in analyzing business situations and determining and creating appropriate business communications/writing. In this course, participants will learn:

Usage of business vocabularies/expressions in working areas. Be able to write business letters and communicate with clients about business subjects.

To produce and deliver effective communications. To write effective emails/reports. To communicate with others in practical, business-oriented situations.

To express yourself in Business English with greater fluency, accuracy and confidence To handle yourself in English in a variety of business contexts, from negotiating, to using the emails, to making presentations, to building business rapport.

Improve your career opportunities – get the English Writing skills you need to be successful.

Course Expectations

1. Attendance - Class attendance is expected of all students. Please be punctual for class. You may miss no more than 3 classes without a legitimate excuse. Please notify me or the class TA before the day of an anticipated absence, especially if you will be missing a quiz or the oral presentation. Failure to attend class regularly or frequent tardiness will mean automatic loss of your participation mark.

2. English - You are highly encouraged to speak English in the class and actively exchange your ideas, opinions and critical thinking with others. Make sure to speak English even during small-group or paired activities.

3. Students should expect to spend an adequate amount of time on reviewing the course handouts and finalizing the individual or group assignments before the due day. To keep up with the flow of the course, students are strongly recommended to complete the relevant reading materials and to have the individual and group presentations activities conscientiously prepared before or after the class.

4. Class participation is an essential part of the learning process. Students will be evaluated on the quality your individual/group performance, your team spirit and your contributions to the class/group activities by your peers or the lecturer correspondingly within the frame of blended learning structured process.

5. Late assignments will be accepted without penalty only in cases of legitimate absences and only if the student has contacted the teacher or the TA in advance regarding the reasons for the late assignment.

Course Schedule

Week/Date	Topic	Required Reading and Assignments
Week 1/25.Feb.	Introduction of Business Correspondence in the realm of international trade/business	Course handouts
Week 2/4.March.	Essentials of Business Letter Writing 1	Course handouts
Week 3/11.March.	Essentials of Business Letter Writing 2	Course handouts
Week 4/18.March.	Essentials of Business Letter Writing 3	Course handouts
Week 5/25.March.	Establishing Business Relations 1	Course handouts
Week 6/1.April	Establishing Business Relations 2	Course handouts

Week 7/8.April	Enquiries and Replies 1	Course handouts
Week 8/15.April	Enquiries and Replies 2	Course handouts
Week 11/6.May	Conclusion of Business	Course handouts
Week 12/13.May	Order and Acknowledgements	Course handouts
Week 13/20.May	Payment Methods/ Terms, LOC	Class handouts
Week 14/27.May	Packing, Marking, Shipment, Insurance	Course handouts
Week 15/3.June	Claim, Complaints, Adjustments and Settlement	Course handouts
Week 16/10.June	Agency, Sales Promotion, Forms of Trade	Course handouts
Week 17/17.June	Course review/Simulation of BC	Course handouts
Week 18/24.June	In-class Final assignment	In-class assignment
Total	32 hours	

Practical Hours Schedule

Week/Date	Topic	Assignments
Week 9/22.April	Quotation and Offer, Counter-offers 1	Simulation of Business Correspondence/ Writing
Week 10/29.April	Quotation and Offer, Counter-offers 2	Simulation of Business Correspondence/ Writing
Total	4 hours	
Date: 2019.2.28 Approved Reviewed by Bitao Shi Signature BITAO SHI Director of Department of International Business and Management		