

Course Information					
Course Code	EN368	*	64	*	4
	(Credit Hours)			Credits	
* Course Name	Business English Reading and Writing				
(Course Type)	Mandatory				
Audience	Third-grade English undergraduates				
(Language of Instruction)	English				
* School	School of Foreign Languages				
Prerequisite	English Reading and Writing				
Instructor	Wang Zhexi		(Course Webpage)		
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* Description	<p><i>Business English Reading and Writing</i> is a mandatory course for all undergraduates of English majors during the 5th semester. It adopts English textbooks as teaching materials, covering theories and researches on marketing and business management, correspondences in international business and business survey reports and proposals. The course aims at helping students learn about the daily operation of a business as well as the English expressions of technical terms in the related areas, and the basic formats, content composition and idiomatic expressions for business writing in English through readings, lectures, analyses, samples, writing practice, peer correction and teacher correction.</p>				
* Description					
course syllabus					

* (Learning Outcomes)	1.				A5.2.3
	2.				A2
	3.				B1
	4.		B9		
	5.			B4	

* (Class Schedule & Requirements)	Introduction:	2				
		2				
	Accounting for Good People	4				
		2				
	Kong-fu Service Development at Singapore Airlines	4				
		4				
	If Brands Are Built over Years, Why Are They Managed over Quarters	4				
		2				
	Shattering the Myths about US Trade Policy	4				
	No Country Is An Island	4				
		2				

	14				
	4				
	12				
* (Grading)	50% +	25% +	25%		
* (Textbooks & Other Materials)	978-7-5663-0949-5			2014	1 ISBN
	978-7-5663-0575-6			2012	2 ISBN
More					
Notes					

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