

Course Information					
Course Code	EN367	* Credit Hours	64	* Credits	4
* Course Name	Business English—Viewing, Listening and Speaking				
(Course Type)	/Mandatory				
Target Audience	/ Third-grade English major undergraduates				
(Language of Instruction)	/ English				
* School	/ School of Foreign Languages				
Prerequisite					
Instructor			(Course Webpage)		
* Description					
* Description	<p>The purpose of this course is to help non-native English speakers to communicate effectively with native speakers in business situations. Each module is built around different business communication skills, such as business daily routines, business practices, jobs and interviews and business presentation. Topics that will be covered include: face-to-face communication, on the phone, business trip and entertainment, organizational structure, leadership, corporate culture, advertising and marketing, job hunting and interviews, presenting business ideas and so on. In all the communicative activities, students will be required to deal with particular business problems, develop creative solutions, and persuade others to adopt the solutions.</p>				

	<p>Upon completing this course, students will be able to recognize the style of communication most frequently used to present information in English business situations, use the linear style of communication when expressing ideas in English, and handle themselves in various cross-cultural business situations.</p>
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Course Syllabus	
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<p style="text-align: center;">* (Learning Outcomes)</p>	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>
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(Class Schedule &  
Requirements)

	Marketing	4				
	Jobs & Careers	4				
	Business Presentation	4				
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* (Grading)	50%	20%	30%			
* (Textbooks & Other Materials)	11	11	11	11	11	11
	ISBN 9787040349085	ISBN: 9787040349061	ISBN 9787040402803	ISBN 9787040402803	ISBN 9787040402803	ISBN 9787040402803
More						
Notes						

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