南京航空航天大学
Nanjing University of Aeronautics and Astronautics

Syllabus

Course No.	1900815W	**College**	Economics and Management	**Dept.**	Business Administration
Teacher	Rupesh Regmi				
Time	2021.06.21-2021.07.24				
Course Name	**English**	Business communication			
	Chinese	商务沟通			
Course hours	**Total**	**Theory**	**Office Hour and Practice**	**Course design**	**Credits**
	70	60	10		4.0

Course description: Describe the nature, academic status, and aims of the course (theory, ability and technique)

1. Course nature and academic status

This course aims to equip students with the writing and oral skills needed for work and business. Students are taught to write, listen and speak effectively and appropriately to achieve the desired results. Areas covered include general business correspondence, the job application and the business meeting ect.

The principles and skills are taught through case studies or situations closely simulating those in business and work. Students learn how to conduct themselves at job interviews and meetings through role-playing situations similar to those at the workplace.

2. Course aims (theory, ability and technique)

This course familiarizes students with the importance of good communication skills relative to the types of positions they hold. Key points include: the communication process, required listening skills, recognizing non-verbal communication, understanding factors that influence communication, delivery techniques, and etiquette. During the course , students will be exposed to a variety of different communication media, as well as different tools and techniques to help them make their messages more meaningful and powerful. Students will also learn the basics of grammar and proofreading, complaint resolution, and verbal professionalism by participating in a wide range of different activities, role plays, and discussions.

Upon successful completion of this course, students will be able to:

- describe the communication process.
- use listening skills and questioning techniques.
- identify and minimize influencing factors.
- use communication tools.
- communicate in the workplace.

Requirements for courses, ability and knowledge in advance

None

Course structure (Table of contents):

Make clear the necessary parts, optional parts, distribution of hours. Courses with experiments or practice are expected to explain hours needed, content, scheme and functions.

- **Understanding the Communication Process (8h)**
  - The Goal of Effective Communication
  - The Importance of Effective Communication
  - How Communication Works
    - The Process
    - Communication Networks
    - Eliminating Barriers
- **Listening Skills (8h)**
  - Introducing Listening Skills
    - Examining Your Listening Skills
    - Active Listening
    - Re-examining Your Listening Skills
    - Empathetic Listening
  - Using Questions
  - The Role of Silence
  - Interpreting Responses
  - Recognizing Individual Sensory Modes
- **Understanding Influencing Factors (10h)**
  - Identifying Influencing Factors
  - Minimizing Assumptions and Preconceptions
  - Minimizing Prejudices
  - Understanding the Situation or Environment
- **Using Communication Tools (10h)**
  - Understanding Delivery Methods
  - Selecting Words
  - Using Tone and Sincerity
  - Using Body Language
  - Selecting the Correct Channel
- **Communicating in the Workplace (12h)**

- Writing Effective Sentences
  - Placing Modifiers
  - Using Active Voice
  - Combining Sentences
  - Proofreading
  - Proofreading Suggestions
- Using Telephone and Voice Mail Etiquette
- Placing Calls
  - Answering Calls
  - Using Voice Mail
- Using E-mail Etiquette
  - Understanding E-mail Guidelines
- Resolving Employee Complaints
  - Understanding Effective Complaint
  - Resolution Processes

Teaching methods (Lectures, practice, etc)

The course is highly interactive between the class and the instructor. Through case studies/presentations, problems, and specific company client activities, students will have the opportunity to use the concepts, ideas, and strategies presented in class. Problem-solving sessions occur in both individual (primarily) and team (occasionally) settings.

Forms of examination and requirements
Structure of the final grade(including presence, class performance,), focus of exam, forms of exam(test, interview, final report, etc)

Three essay assignments (15% each)
Attendance and quizs (15%)
Mid-term exam (30%)
Final exam (40%)

	Name	**Publisher**	**Author**	**Year**	**Price**
Textbook	Excellent in business communication	PEARSON Education	John V.Thill	2008	RMB73
References	**Name**	**Publisher**	**Author**	**Year**	**Price**
	《商务沟通》英文版	对外经贸	王燕希	2009	RMB35