

Course Information					
Course Code	EN248	* Credit Hours	32	* Credits	2
* Course Name	Business English Reading				
(Course Type)	Mandatory				
Audience					
* School	School of Foreign Languages				
Prerequisite	Advanced English Reading				
Instructor	Wang Zhexi	(Course Webpage)			
* Description	4				
* Description	<p><i>Business English Reading</i> is a mandatory course for all undergraduates of English majors during the 4th semester. It adopts English textbooks as teaching materials, covering theories and cases in the fields of marketing, finance, and business management. Reading comprehension and discussion about issues in product, price, promotion and place (marketing), money and banking, corporate financing and accounting (finance), forms of business ownership, organizational structure (and) leadership (management) are involved. The course aims at helping students learn about the major departments in the daily operation of a business as well as the English expressions of technical terms in the related areas, on top of which students are supposed to apply their English language skills to the understanding of, discussion about and solution to issues and problems in the business field through the lectures, readings, presentations, analyses, and discussions.</p>				
course syllabus					

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(Learning Outcomes)

- 1.
- 2.
- 3.
- 4.

A5.2.3
B2
B9
C7

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(Class Schedule
& Requirements)

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* (Grading)	10% +	20% +	70%			
* (Textbooks & Other Materials)	ISBN 978-7-5663-0949-5			2014	1	
More Notes						

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