

| Course Information | | | | | |
|---------------------------|--|-------------------|----|--------------|---|
| Course Code | EN428 | * Credit Hours | 32 | * Credits | 2 |
| * Course Name | Business English Practice | | | | |
| (Course Type) | Optional | | | | |
| Audience | Fourth-grade English undergraduates | | | | |
| (Language of Instruction) | Chinese, English | | | | |
| * School | School of Foreign Languages | | | | |
| Prerequisite | none | | | | |
| Instructor | (Course Webpage) | | | | |
| * Description | | | | | |
| * Description | Business English Practice is to guide and organize undergraduates of English to prepare a report on intercultural issues that they have encountered during their internship. | | | | |
| course syllabus | | | | | |
| * (Learning Outcomes) | 1. 2. | | | | |
| * (Learning Outcomes) | | | | | |

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| (Class Schedule & Requirements) | / | 2 | / | | | |
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| * (Grading) | 50% + | | 50% | | Internship experience (50%)+Final report (50%) | |
| * (Textbooks & Other Materials) | <ol style="list-style-type: none"> 1. Chaney L. <i>Intercultural business communication / 6th ed.</i> , 2013. 2. Samovar, L.A. <i>Communication between cultures /-5th ed.</i> , 2004.(Chapter 7) 3. Hofstede, G. <i>Culture's Consequences: Comparing Values, Behaviors, Institutions, & Organizations Across Nation.</i> 2008. Chapter 8 4. Snow, D. ——— 2004. 5. Hall, E. <i>The Silent Language.</i> Fawcett Publications, 1961. (High-context vs low context) 6. Hall, E. <i>The hidden dimension.</i> Anchor Books, 1990. | | | | | |

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| More | |
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