暨南大學
JINAN UNIVERSITY

1102B230

Business Communication

Instructor: TBA

Time: December 14, 2026 - January 15, 2027

Office Hours: By Appointment

Contact Hours: 60 (50 minutes each)

Credits: 4

E-mail: TBA

Course Description

This course will focus on effective oral and written business communication skills to create successful human relations, including listening, reading, writing and speaking skills and will provide students with a foundation for effective communication in the business environment. This course will emphasize written, verbal and non-verbal, interpersonal and analytical communication skills.

Required Textbook(s)

Business Communication: Developing Leaders for a Networked World, 3rd Edition by Peter W. Cardon，ISBN：978-1-259-69451-6

Course Goal

- Observe and interpret verbal and nonverbal behavior in achieving successful communication.
- Acquire knowledge of basic communications skills including verbal, non-verbal, listening, and reading.

- Design visual communication.
- Understand the key role of communication in business and the importance of technology in business communication today.
- Identify the impact of diversity and culture in business communication and implement strategies for multicultural understanding.
- Learn how to write business related reports, proposals and how to make presentations
- Identify and employ the skills needed for effective interpersonal and professional communications.
- Gain knowledge with regards to professional networking, developing and creating resumes and applying for employment.

Course Outline

Please note that the outline is meant to give an overview of the major concepts in this course. Changes may occur as needed to aid in the student`s development.

Module 1:

- The Communication Process
- Selecting Channels of Communication
- Communicating Across Cultures
- **Module 1 Quiz**

Module 2:

- Interpersonal Communication and Emotional Intelligence
- Team Communication
- **Module 2 Quiz**

Module 3:

- Planning Business Messages
- Writing Business Messages
- **Module 3 Quiz**

Module 4:

- Routine Business Messages
- Email and Other Tools for Business Communication
- **Module 4 Quiz**

Module 5:

- Persuasive Messages
- Positive Messages
- Bad News Messages
- **Module 5 Quiz**
- **Mid-term Exam**

Module 6:

- Planning Reports and Proposals
- Writing Reports and Proposals
- **Module 6 Quiz**
- **Individual Business Report Due**

Module 7:

- Designing Presentations
- Delivering Presentations
- **Module 7 Quiz**
- **Individual Presentation Video Due**

Module 8:

- Networking
- Résumés and Cover Letters
- Applying and Interviewing for Employment
- **Module 8 Quiz**
- **Final Exam**

Grading Policy

Your grade will be based on the following items.

Type	Percentage
Exams (2@ 25%)	50%
Individual Business Report	20%
Individual Presentation Video	20%
Quizzes	10%
Total	100%

Grading Scale

The instructor will use the grading system as applied by JNU:

Definition	Letter Grade	Score
Excellent	A	90~100
Good	B	80~89
Satisfactory	C	70~79
Poor	D	60~69
Failed	E	Below 60

Academic Integrity

As members of the Jinan University academic community, students are expected to be honest in all of their academic coursework and activities. Academic dishonesty, includes (but is not limited to) cheating on assignments or examinations; plagiarizing, i.e., misrepresenting as one's own work any work done by another; submitting the same paper, or a substantially similar paper, to meet the requirements of more than one course without the approval and consent of the instructors concerned; or sabotaging other students' work within these general definitions. Instructors, however, determine what constitutes academic misconduct in the courses they teach. Students found guilty of

academic misconduct in any portion of the academic work face penalties that range from the lowering of their course grade to awarding a grade of E for the entire course.