

Teaching Program for Business English Majors

(2014)

1. Training Goal: This teaching program aims to cultivate practice-oriented advanced professional personnel, with solid English foundation, global vision, systematic knowledge of international business, and good literacy of Chinese and Western cultures. They are aimed to grasp basic theories and principles on English linguistics & literature, business management, economics and international business laws, and to be aware of the current rules in international business. They need to be provided with strong capabilities in cross-cultural business communication and business information management, so as to make good use of English in the fields of foreign trade, management, finance, foreign affairs.

2. School Year: 4 years full-time

3. Degree Awarded: Bachelor of Arts

4. Credit Requirements: The students should obtain 155 credits (off-class credits not included), including the compulsory liberal courses for 38 credits, the optional liberal courses for 9 credits, the compulsory foundational courses for 58 credits, the optional foundational courses for 4 credits, the compulsory professional courses for 31 credits, the optional professional courses for 4 credits and the synthetically-applied courses for 11 credits. In the meantime, students should obtain 10 credits from off-class programs, and take the course “Health Education for Undergraduates”.

5. Requirements for Students from Hong Kong, Macao and Taiwan

According to the Education Department of Guangdong Province, the students from Hong Kong, Macao and Taiwan need not take courses from the sections of “Education of National Defense” and “Theory of Ideology and Politics”. The students should strictly follow the teaching

program, taking courses in the other sections.

6. Requirements for Overseas Students

According to the Ministry of Education and Education Department of Guangdong Province, overseas students need not take courses from the section “Education of National Defense”. Overseas students of economic disciplines should take courses of political theory, while the students of other disciplines could apply to be excused from it. The overseas students who receive education with record of formal schooling should take courses “Chinese” and “A Survey of China”. Other courses should be taken strictly according to the teaching program.

7. Teaching Schedule

Table 1: The Reference Table of Business English Majors to Earn Credits

Course Type	Course Nature	Due Credit	Due Credits for Each Term								Total
			1	2	3	4	5	6	7	8	
Public Courses	compulsory	38	9.5	10	0	7	5	6.5	0	0	38
	Limit	9	0	1	1	1	2	2	2	0	9
Discipline-Based Courses	compulsory	58	12	14	8	8	8	6	2	0	58
	Limit	4	0	0	2	2	0	0	0	0	4
Specialized Courses	compulsory	31	2	0	8	6	8	6	1	0	31
	Limit	4	0	0	0	0	2	2	0	0	4
Comprehensive Application Courses	compulsory	11	0	1	0	1	0	2	0	7	11
Total		155	23.5	26	19	25	25	24.5	5	7	155

Table 2: The Teaching Program Schedule of Japanese Majors (Business Management)

Course Category	Course Nature	Course Type	Course Identifier	Course Name	Credit	Weeks for Studying	Total Credit	Allocation of Hours			Allocation of Each Term by Weeks								Way of Assessment
								Lecturing	Experiment	Practice	1	2	3	4	5	6	7	8	
											15	16	16	16	16	16	16	15	
Public Courses	Compulsory	EOND	140471	Military Theory (military training included)	1.0	15	15	15	0	0	1								☆
		TOIAP	140193	Fundamental Principles of Marxism	3.0	15	45	30	0	15	3								★
			140464	Moral Integrity and Fundamentals of Law	4.0	16	64	48	0	16		4							★
			140222	An Outline of Chinese Modern History	2.0	16	32	32	0	0				2					★

			140473	Introduction to Mao Zedong Thoughts and Socialist Theoretical System With Chinese Characteristics I	3.0	16	48	32	0	16									★
			140483	Introduction to Mao Zedong Thoughts and Socialist Theoretical System With Chinese Characteristics II	3.0	16	48	32	0	16					3				★
			140242	Situation ad Policy	2.0	16	32	32	0	0						2			☆
			121542	College Chinese	2.0	16	32	32	0	0		2							☆
		Language and Skills I	121552	Applied Writing	2.0	16	32	32	0	0				2					☆
		Education of Health	130452	PE I	2.0	15	30	30	0	0	2								☆
			340031	Education of Psychological Health for College	1.0	15	15	15	0	0	1								☆

			Students															
			400015	Career Development and Planning for College Students	0.5	8	8	8	0	0	1							☆
			130462	PE II	2.0	16	32	32	0	0		2						☆
			130472	PE III	2.0	16	32	32	0	0				2				☆
			130482	PE IV	2.0	13	26	26	0	0					2			☆
			400002	Foundation of Entrepreneurship	2.0	13	26	26	0	0					2			☆
			340051	Career Guidance	0.5	8	8	8	0	0					1			☆
		Core	119614	Basic Application of Computer	2.0	15	30	10	20	0	2							☆
			119492	Web Design and Production Base	2.0	16	32	32	0	0		2						☆
		Total			38		580	513	20	47	9	10		8	4	6		
Limit	Public Courses	000004	Public Courses (1)	1.0	16	16	16	0	0		1							☆
		000008	Public Courses (2)	1.0	16	16	16	0	0			1						☆
		000009	Public Courses (3)	2.0	16	32	32	0	0				2					☆
		000001	Humanities	2.0	16	32	32	0	0					2				☆

			097122	Business English Listening II	2.0	16	32	32	0	0		2						★
			092072	Basic English Writing	2.0	16	32	32	0	0		2						★
			092082	Business English Writing	2.0	16	32	32	0	0		2						☆
			090764	Integrated Business English III	4.0	16	64	64	0	0		4						★
			090242	Business English Interpretation	2.0	16	32	32	0	0		2						☆
			092112	English-Chinese Translation	2.0	16	32	32	0	0			2					★
			090774	Integrated Business English IV	4.0	16	64	64	0	0			4					★
			092032	Japanese (2 nd language) I	2.0	16	32	32	0	0			2					★
			092832	French (2 nd language) I	2.0	16	32	32	0	0			2					★
			092042	Japanese (2 nd language) II	2.0	16	32	32	0	0				2				☆

			098592	French (2 nd language) II	2.0	16	32	32	0	0					2			☆
			092114	Advanced English I	4.0	16	64	64	0	0					4			★
			092122	Chinese-English Translation	2.0	16	32	32	0	0					2			★
			092052	Japanese (2 nd language) III	2.0	13	26	26	0	0					2			★
			092852	French (2 nd language) III	2.0	13	26	26	0	0					2			★
			092124	Advanced English II	4.0	13	52	52	0	0					4			★
			090381	Business English Workshop	1.0	16	16	16	0	0							1	☆
			090411	French (2 nd language)IV	1.0	16	16	16	0	0							1	☆
			090401	Japanese (2 nd language)IV	1.0	16	16	16	0	0							1	☆
			093152	British and American Societies and Cultures	2.0	15	30	30	0	0	2							☆

	Limits	Discipline-Based Courses	090582	A Survey of Chinese Culture	2.0	16	32	32	0	0			2						☆	
			092292	English Lexicology	2.0	16	32	32	0	0					2					☆
			098302	English Pragmatics	2.0	16	32	32	0	0					2					☆
			092322	English Stylistics	2.0	16	32	32	0	0					2					☆
			092312	English Rhetoric	2.0	16	32	32	0	0					2					☆
			090442	Business text Translation	2.0	16	32	32	0	0					2					☆
			098532	English Speeches	2.0	16	32	32	0	0					2					☆
			Total					4		64	64					2	2			
Specialized Courses	Compulsory	Specialized Courses	093152	British and American Societies and Cultures	2.0	15	30	30	0	0	2								☆	
			090422	A Survey of Chinese Culture	2.0	16	32	32	0	0					2					☆
			090014	British & American	4.0	16	64	64	0	0					4					★

			Literature															
		092392	International trade	2.0	16	32	32	0	0			2						☆
		091032	Contemporary business	2.0	16	32	32	0	0			2						☆
		090024	Enterprise finance	4.0	16	64	64	0	0				4					★
		091042	Business negotiation	2.0	16	32	32	0	0					2				☆
		092142	Business correspondence	2.0	16	32	32	0	0					2				★
		091052	International marketing	2.0	16	32	32							2				
		090552	Introduction to management	2.0	16	32	32	0	0					2				☆
		091062	International conference interpretation	2.0	13	26	26	0	0						2			☆
		092622	Economic business	2.0	13	26	26	0	0						2			☆
		092602	International business laws	2.0	13	26	26	0	0						2			
		092311	Thesis Writing	1.0	16	16	16	0	0							1		☆
		Total		31		476	476			2		10	4	8	6	1		
	Limits	100172	Economic mathematics	2.0	32	32						2						
		060062	Chinese foreign trade	2.0	32	32								2				
		091082	International finance	2.0	32	32								2				

			090552	International business contract	2.0	32	32								2					
			092632	International relations	2.0	32	32								2					
			090262	Cross-cultural business communication	2.0	26	26									2				
			010272	International enterprise management	2.0	26	26									2				
			091092	Human Resource Management	2.0	26	26									2				
					2.0	26	26									2				
	Total				4		58	58							2	2				
Comprehensive Application Courses	Computory	Applications	099011	Social Research I	1.0	3	0	0	0	0		0							☆	
			099021	Social Research II	1.0	3	0	0	0	0			0							☆
			098231	Professional Practice	1.0	3	0	0	0	0						0				☆
			098431	Trade Research	1.0	3	0	0	0	0						0				☆
			098043	Graduation Field Work	4.0	10	0	0	0	0									4	☆
			098053	Thesis	3.0	5	0	0	0	0									0	☆
	Total				11													4		

Note:

★: Examination

☆: Investigation

Program Chief: Zhang Xiangming
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