2023 年暑期国际课程项目

International Summer Course Program

中国药科大学教务处

国际课程汇总表

序号	开课单位	任课教师	任课教师所属院校	职称	课程名（英文）	课程名（中文）	教学模式
1	药学院	David Da Yong Chen	英属哥伦比亚大学 The University Of British Columbia	教授	Introduction of modern analysis technology	现代化学分析技术简介	线下
2	中药学院	Ashu Tripathi	密歇根大学 University of Michigan	教授	Wonders of Life Sciences	天然药物发现	线下
3	中药学院	James Barrett	德雷塞尔大学 Drexel University College of Medicine	教授	Pharmacology and Drug Discovery	药理学与药物发现	线上
4	理学院	Enrico Petretto	新加坡国立大学 National University of Singapore	教授	Introduction to genomics data analysis	基因组学数据分析入门	线上
5	基临院	Feng Chang	滑铁卢大学 University of Waterloo	副教授	Introduction to Pharmaceutical Care and OTC (Non-Prescription) Pharmacotherapy	药学监护导论及非处方药物药物治疗学	线上

6	外国语学院	顾宝桐 Gu，Baotong	美国佐治亚州立大学 Georgia State University	修辞与写作教研室主任/副教授 Director of Rhetoric & Composition，Associate Professor	Technical and Academic Writing	技术与学术写作	线下

目录

现代化学分析技术简介

Introduction of modern analysis technology

开课学院：药学院

Resume of Instructor

任课教师 Instructor's Information	姓　　名 Name	David Da Yong Chen		
	性　　别 Gender	男		
	国　　籍 Nationality	加拿大		
	职称/职务 Title	教授	邮箱地址 Email	chen@chem.ubc.ca
	最终学位 Degree	博士	任职单位 Work Place	The University Of British Columbia
课程信息 Course Information	授课对象 Open to	2020、2021、2022级所有专业本科生以及2019级临床药学专业本科生	学　时 Class Hour	16学时
	预计授课时间 Lecture Schedule	2023.7.1~7.4	考核方式 Assessment Method	作业、讨论与考试相结合

David Chen，男，博士生导师。不列颠哥伦比亚大学，理学院化学系教授，兼职医学院麻醉，药理和治疗医学教授。江苏省生物医药功能材料协同创新中心客座教授；南京师范大学教授。曾先后获得皇家化学学会分析分离方法奖，UBC Charles A. McDowell 卓越研究奖，加拿大化学学会 W.A.E. McBryde 勋章，加拿大化学会 Maxxam 奖。

近年来,David Chen 教授作为课题负责人先后主持科研项目 40 余项，以第一作者及通讯作者发表 SCI 论文 200 余篇。截止到 2023 年 3 月，其论文总引用频次 8000 余次，h-index 50。有多项授权专利。

主要研究方向：流体迁移和化学分离原理的研究，新型分离方法和提纯系统的开发，微分离系统-质谱联用的研究。结合了物理学，数学，计算机科学等知识，致力于生物大分子的分析和分离及相关技术的优化，并希望设计一种可以为化学分析和提纯提供更高分离性能的新型仪器。

Course Description

Analytical Science is the key to understanding life and developing the medicine.

This course will introduce the analytical technologies currently used in life sciences with a easily and understandable way. From the principles of optical spectroscopy including UV-vis and IR, fluorescence to Raman and NMR spectroscopy, to chemical separation technologies including chromatography and mass spectrometry, the use of these analytical tools to understand biomolecules will in introduced.

分析技术在现今生命科学和药物研究的关键技术，其重要性毋庸置疑。本课程将以通俗易懂的方式介绍目前在生命科学研究中使用的分析技术和基本原理，包括紫外可见光谱、红外光谱、拉曼光谱和核磁共振光谱等光谱原理，以及色谱、质谱等化学分离技术，并介绍这些分析工具在生物分子领域的研究与应用进展。

Syllabus

1. Analytical science, key to understanding life
2. What's in a number?
3. Let there be light
4. Separation Science, where there is color…
5. Life and molecules
6. Recent research and development in analytical science.

1. 分析科学，理解生命的关键。
2. 数字里包涵了什么？
3. 光谱，照亮生命的本质！
4. 分离科学，色彩斑斓…
5. 生命与分子。
6. 紧跟潮流，分析科学的研究进展。

Wonders of Life Sciences
天然药物发现

开课学院：中药学院

Resume of Instructor

任课教师 Instructor's Information	姓　　名 Name	Ashu Tripathi		
	性　　别 Gender	男		
	国　　籍 Nationality	美国		
	职称/职务 Title	教授	邮箱地址 Email	ashtri@umich.edu
	最终学位 Degree	Ph.D	任职单位 Work Place	密歇根大学 University of Michigan
课程信息 Course Information	授课对象 Open to	2020、2021、2022 级所有专业本科生以及 2019 级临床药学专业本科生	学　时 Class Hour	17 学时
	授课时间 Lecture Schedule	7 月 1–7 日	考核方式 Assessment Method	试卷考试

Professor Ashu Tripathi is Director of Natural products Discovery Core at Life Sciences Institute at the University of Michigan. He is an expert in natural products discovery, and structure elucidation with ten years' experience in drug discovery, microbial genetics, and biosynthetic chemistry. The natural product section includes state of the art facilities to discover small molecules and understand the molecular mechanisms from mother nature. To leverage upon the unique natural products extracts collection, he initiated a target-based drug discovery approach for the development of several high throughput screening assays, and genetic manipulation resources to discover novel therapeutics. The developed discovery platform is providing access to numerous novel drug leads

and showcases to effectively isolate and characterize new therapeutic entities for further medicinal chemistry research.

Course Description

Course information

The course is designed for upper-level undergraduate students/ graduate students who received other related courses covering analytical techniques such as chromatographic methods for separating complex mixtures and spectroscopic techniques for structural characterization of natural products from nature with pharmaceutical properties.

Course Description

New chemical entities are needed to find new chemotherapeutics to treat evolving pathogens. Despite the challenges facing discoveries of metabolites from natural sources, the advances in microbial genomics have shown the presence of hidden reservoirs of silent biosynthetic gene clusters that revealed their capability to produce diverse chemical scaffolds.

In this course, students will identify and practice the drug-led discovery pipeline to find novel drug-like molecules to be utilized in the life sciences stream.

Course goals and learning Objectives

1. Students will be able to create a microbial library.
2. Students will practice the drug-lead discovery pipeline.
3. Assess the biological activities of microbial extracts.

Objectives

Students will be able to understand nature's hidden potential towards the new drug pipeline.

Students will apply metabolomic analytical tools to dereplicate known metabolites

Students will understand how to isolate and characterize pure metabolites.

Learning activities and Teaching Methods:

Teaching methods

Students will learn from lectures in class. Students will learn field collection techniques and gain experience in the sequence of steps required for natural product discovery including organic extraction, fractionation, and column chromatography. They will understand the use of analytical techniques such as HPLC and mass spectrometry for the initial characterization of the purified secondary metabolites.

Assessments and Feedback:

One final exam assesses the semester's understanding of different analytical techniques.

Submission of final report and presentation.

Grading and evaluation:

Discussion/Questions = 20%

Final Presentation = 30%

Final exam = 50%

Course Management & Policies

Attendance and participation:

In this course, we will be mainly having lectures. The lectures will be held virtually. You have two "free pass" absences during the semester. If you have special circumstances (i.e., illness, family emergency), please email me. If you have more than two absences from class, your final grade for the discussion will be dropped by five points for each additional unexcused absence.

Expectations & Resources for Student Success

Recordings of Class Activities: Course lectures may be audio/video recorded and made available to other students in this course. As part of your participation in this course, you may be recorded. If you do not wish to be recorded, don't

hesitate to get in touch with the course coordinator the first week of class (or as soon as you enroll in the course, whichever is latest) to discuss alternative arrangements. Students are prohibited from recording/distributing any class activity without written permission from the instructor, except as necessary as part of approved accommodations for students with disabilities. Any approved recordings may only be used for the student's own private use.

Questions/concerns: Students should direct questions about a specific course content or exam/homework on that topic to the individual faculty teaching the subject. Questions or concerns such as absence from exams, illness, course logistics or other problems that the student may have in the course should be directed to the course director.

Syllabus

Topics (What will students learn?)	Content (What experiences will best help students achieve learning objectives?)
Introduction to Natural Products	Read https://pubs.acs.org/doi/10.1021/acs.jnatprod.9b01285
Natural Products Discovery Overview	Read https://link.springer.com/chapter/10.1007/978-3-319-78538-7_17
Natural product analytical chemistry 1	Tools and technology in NP research
Natural product analytical chemistry 2	Tools and technology in NP research
De-replication of natural product 1	Deciphering the identity of NPs
De-replication of natural product 2	Deciphering the identity of NPs

Workshop 1	Processing of LC-MS data using mzMINE2 software and GNPS database
Workshop 2	Processing of LC-MS data using mzMINE2 software and GNPS database
Structural characterization	1D and 2D NMR data
Biosynthetic Chemistry	Microbial enzymatic assembly for producing NPs
Q and A session	Read through all the lectures and ask questions to gain a deeper understanding.
Presentation 1	Powerpoint presentation by group of six student
Presentation 2	Powerpoint presentation by group of six student
Presentation 3	Powerpoint presentation by group of six student
Presentation 4	Powerpoint presentation by group of six student
Case study	Discovery, development and approval study
Examination	

Pharmacology and Drug Discovery
药理学与药物发现

开课学院：中药学院

<table>
<tr><td rowspan="5">任课教师
Instructor's Information</td><td>姓　　名
Name</td><td colspan="2">James Barrett</td><td rowspan="3">  </td></tr>
<tr><td>性　　别
Gender</td><td colspan="2">男</td></tr>
<tr><td>国　　籍
Nationality</td><td colspan="2">美国</td></tr>
<tr><td>职称/职务
Title</td><td>Professor</td><td>邮箱地址
Email</td><td>James.barrett@drexelmed.edu</td></tr>
<tr><td>最终学位
Degree</td><td>Ph.D</td><td>任职单位
Work Place</td><td>Drexel University College of Medicine</td></tr>
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Course Information</td><td>授课对象
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Class Hour</td><td>12</td></tr>
<tr><td>授课时间
Lecture Schedule</td><td>7月1–7日</td><td>考核方式
Assessment Method</td><td>Essay Examination</td></tr>
</table>

Resume of Instructor

Dr. Barrett is Professor of Pharmacology and Physiology and Founding Director of the Drug Discovery and Development Program at Drexel University College of Medicine. He currently directs the Clinical and Translational Research Institute. He received his Ph.D. from Pennsylvania State University that was followed by a Postdoctoral Fellowship at the Worcester Foundation for Experimental Biology. He was on the faculty of at the Uniformed Services University of the Health Sciences before moving to the pharmaceutical industry where he was first Head of Neuroscience Discovery at Wyeth Pharmaceuticals. Just prior to returning to academia as Chair of the Department, and after 15 years in the pharmaceutical industry, he was Sr. VP, Chief Scientific Officer at Adolor

Corporation. He has published more than 300 scientific articles and abstracts, along with 6 books in the area of neuropharmacology, behavioral pharmacology, translational research and neuroscience. He has served as President of the Behavioral Pharmacology Society, the American Society for Pharmacology and Experimental Therapeutics and the Association of Medical School Pharmacology Chairs. He has received a number of awards that include the Solvay-Duphar Award for research on affective disorders, the George B. Koelle Award for contributions to teaching and research, the P.B. Dews Lifetime achievement award and the Torald Sollmann Award in pharmacology for significant contributions to the advancement and extension of knowledge in the field of pharmacology. His current research emphasis is in the area of pain, its co-morbid pathologies and on basic mechanisms and biomarkers for the development of new therapeutics.

Course Description

The course will cover basic principles of pharmacology specifically as they relate to the discovery and development of new therapeutics. The main focus will be on how new drug targets are identified, how drugs are discovered based on those findings, and then validated and developed for approval by the regulatory authorities. Lectures will take the students through the entire process from early discovery to commercial approval and will include preclinical toxicology, clinical trials and regulatory considerations.

本课程将涵盖药理学的具体基本原理，因为药理学涉及新药和新的治疗方法的发现和发展。本门课程主要关注的焦点是如何确定新的药物靶点，如何基于药物靶点进行新药研发，如何验证和获得相关药品监管部门的批准。本讲座将带领学生认识药物研发的整个过程，从药品的早期发现到商业批准，并将包括临床前毒理学，临床试验和监管考虑等。

Syllabus

Lecture 1: Brief Historical Perspectives & Basic Concepts

Organizational Issues and Disciplines in Drug Discovery and

Development

Small Molecules, Biologics and Natural Products

Review of Regulatory Steps and Processes in Drug Discovery, Clinical Development and Drug Approval

Challenges to successful therapeutics: Why drugs fail

Lecture 2: Basic Principles of Pharmacology and Drug Discovery

Target-based Drug Discovery & Phenotypic-based Drug Screening

Preclinical Assessment – In vitro and In vivo Model Systems

Chemistry – "Hit to Lead" Structure-Activity Relationships and Pharmaceutical 'Drug Like' Properties

The role of Animal Disease Models in Drug Evaluation and Validation

Lecture 3: Preclinical Safety Pharmacology and Toxicology: Absorption, Distribution and

Metabolism (ADME)

Translational Research–From "Bench to Bedside" or "Molecules to Medicines"

Precision Medicine–Pharmacogenomics

Biomarkers

Lecture 4: Submitting a Proposal for an Investigational New Drug (IND)

Chemistry, Manufacturing and Control (CMC) Development

Clinical Trials: Phase I Studies

Dose selection for Human Subjects

Case Study in Drug Discovery and Development: TG-1412

Case Study: Entereg© (alvimopan)

Lecture 5: Clinical Trial Phases II-III

New Drug Application (NDA) or Biologic License Application (BLA)

Phase IV and Postmarketing Surveillance

Adaptive trial designs in Clinical Pharmacology

Drugs to Treat Psychiatric and Neurological Disorders

Substance Abuse–Models, Medications and Treatments

Lecture 6: New Developments:

"Precision medicine" – pharmacogenomics, metabolomics & pharmacogenetics

Pharmacoepidemiology

Overall Summary and Course Conclusions

Introduction to genomics data analysis
基因组学数据分析入门

开课学院：理学院

<table>
<tr><td rowspan="5">任课教师
Instructor's Information</td><td>姓　　名
Name</td><td colspan="2">Enrico Petretto</td><td rowspan="3">  </td></tr>
<tr><td>性　　别
Gender</td><td colspan="2">Male</td></tr>
<tr><td>国　　籍
Nationality</td><td colspan="2">Italy</td></tr>
<tr><td>职称/职务
Title</td><td>Professor</td><td>邮箱地址
Email</td><td>enrico.petretto@cpu.edu.cn
或者
enrico.petretto@duke-nus.ed.sg</td></tr>
<tr><td>最终学位
Degree</td><td>PhD</td><td>任职单位
Work Place</td><td>National University of Singapore</td></tr>
<tr><td rowspan="2">课程信息
Course Information</td><td>授课对象
Open to</td><td>2020、2021、2022 级所有专业本科生以及 2019 级临床药学专业本科生</td><td>学　时
Class Hour</td><td>16</td></tr>
<tr><td>授课时间
Lecture Schedule</td><td>7 月 19-31 日</td><td>考核方式
Assessment Method</td><td>Special Task and Summary Assay</td></tr>
</table>

Resume of Instructor

Enrico Petretto is Professor and Ph.D. supervisor from Duke University-National University of Singapore. He is director of the Center for Computational Biology, external professor of the Institute of Pharmaceutical Big Data and Artificial Intelligence in China Pharmaceutical University, and the head of systematic genetics and drug discovery at the CARDIOMIX Research Center in Italy. His research direction is systematic biology, that is, by integrating multi-omics data, to construct molecular networks of complex traits and diseases, revealing their regulatory nodes, and promoting applied translational research. At present, he has published more than 130 papers and has been cited more

than 10,000 times.

Course Description

Topics that will be covered the course:

- Introduction to basic concepts on gene mapping
- Genetic heritability
- Thinking beyond single gene mapping approaches
- Using gene expression as a “cellular-level trait”
- Mapping QTLs for gene expression (eQTL) in disease
- Differential gene expression analysis
- Two samples comparison for differential gene expression analysis
- Analysis of the results: annotations of gene functions
- Gene Set Enrichment Analysis
- Biological (gene co-expression) and protein-protein interaction networks
- Graphical Gaussian Models to infer partial correlation co-expression networks
- Integration of gene expression, partial correlation networks and protein-protein interaction networks
- Example of integration with genetic and imaging data

Tutorial for students:

Annotate gene lists using web-based tools – making sense of biological insights in Gene Ontologies, cellular pathways, gene regulation, and other useful metadata.

The students will be given a list of genes and will be asked to annotate them and write a short summary assay (1 page max, in English language) reporting and describing the results of the gene annotation, highlighting the biological significance of the genes (individual scoring of students).

本课程中将会包含如下内容的介绍：

- 基因图谱的基本概念
- 遗传力
- 超越单基因图谱方法的思考
- 使用基因表达作为细胞级特性
- 绘制疾病中基因表达的 QTL 图
- 差异基因表达分析
- 用于差异基因表达分析的双样本比较
- 结果分析：基因功能注释
- 基因集富集分析
- 生物（基因共表达）和蛋白质-蛋白质相互作用网络
- 图化高斯模型推断偏相关共表达网络
- 基因表达、偏相关网络和蛋白质-蛋白质相互作用网络的整合
- 整合基因和成像数据示例

选课学生须知：

本课程将使用基于 Web 的工具注释基因列表，理解基因本体、细胞通路、基因调控和其他有用元数据中的生物学概念。学生将获得一份基因列表，并被要求注释它们并写一个简短的摘要分析（最多 1 页，英文），报告和描述基因注释的结果，突出基因的生物学意义（学生的个人评分）。

Syllabus

2023/07/19: 2:00 - 5:00 PM
2023/07/24: 9:00 - 12:00
2023/07/27: 9:00 - 12:00
2023/07/31: 2:00 - 5:00 PM

Introduction to Pharmaceutical Care and OTC (Non-Prescription) Pharmacotherapy

药学监护导论及非处方药物药物治疗学

开课学院：基础医学与临床药学学院

任课教师 Instructor's Information	姓　　名 Name	Feng Chang		
	性　　别 Gender	Female		
	国　　籍 Nationality	中国		
	职称/职务 Title	Associate Professor	邮箱地址 Email	Feng.Chang@uwaterloo.ca
	最终学位 Degree	药学博士 PharmD	任职单位 Work Place	University of Waterloo
课程信息 Course Information	授课对象 Open to	2020、2021、2022 级所有专业本科生以及 2019 级临床药学专业本科生	学　时 Class Hour	24hrs
	授课时间 Lecture Schedule	7 月 1 日–7 月 7 日	考核方式 Assessment Method	Quizzes, case presentation, and attendance

Resume of Instructor

Dr. Chang is an Associate Professor with the School of Pharmacy at the University of Waterloo. She is a registered clinical pharmacist with Post-Doctoral Fellowship training in geriatric pharmacotherapy and work experience as a geriatric pharmacy specialist in leadership roles providing inpatient, outpatient, family health team, and community-based outreach consultations. Her research focuses on chronic pain and opioid management, geriatrics, and rural primary care. She is a founding member of the Waterloo Region Chronic Pain Initiative and served on Health Canada's Scientific Advisory Panel on Opioids (SAP-OPIOIDS). She is also a Subject Matter Expert reviewer for Alzheimer Society Canada and long-time speaker for the Certified Geriatric Pharmacist Preparation Course offered by the Ontario Pharmacists Association. Currently, she is

Vice-President and Chair of Rural Pharmacy at Gateway Centre of Excellence in Rural Health, Co-Director for the Master of Pharmacy in Advanced Pharmacy Practice (MPharm) program at the School of Pharmacy, and Associate Editor for Canadian Pharmacists Journal.

Course Description

This course will introduce learners to the profession of Pharmacy and the role of the clinical pharmacist through applications of pharmaceutical care. The course is designed to enable learners to build upon their foundational knowledge in pharmaceutical sciences and develop skills in patient assessment and clinical problem-solving using common Over-The-Counter (OTC) or non-prescription pharmacotherapy case scenarios. Ultimately, students will be able to make more confident decisions regarding a patient's care plan.

The course will use a variety of teaching methods including traditional lectures, online modules, case-based learning, and problem-based small-group learning. Learners will first be presented with fundamental material in the areas of clinical biochemistry, clinical assessment and workup, care plan development and follow-up, and patient centred care. The remainder of the course will focus on conditions commonly encountered in clinical practice that can be managed using OTC pharmacotherapy. Students will have opportunities to practice case work-up and presentation.

Syllabus

Day 1 –

Introduction to the course (0.5hr)

Introduction to the profession of Pharmacy (0.5hr)

Introduction to clinical biochemistry (3hrs)

Day 2 –

Quiz 1 (0.5hr)

Pharmacist Patient Care Process (0.5hr)

Pharmaceutical care and medication assessment process (2hrs)

Case work-up demonstration and discussion (1hr)

Day 3 –

Quiz 2 (0.5hr)

Case work-up and discussion part 1 (1.5hrs)

Case work-up and discussion part 2 (2hrs)

Day 4 –

Quiz 3 (0.5hr)

Case work-up and discussion part 3 (1.5hrs)

Case work-up and discussion part 4 (2hrs)

Day 5 –

Quiz 4 (0.5hr)

Case work-up and discussion part 5 (1.5hrs)

Case presentations (2hrs)

Day 6 –

Case presentations and course wrap-up (4hrs)

Technical and Academic Writing
科技与学术写作

开课学院：外国语学院

<table>
<tr><td rowspan="5">任课教师
Instructor's Information</td><td>姓　　名
Name</td><td colspan="2">顾宝桐
Gu，Baotong</td><td rowspan="3"></td></tr>
<tr><td>性　　别
Gender</td><td colspan="2">男
Male</td></tr>
<tr><td>国　　籍
Nationality</td><td colspan="2">美国
USA</td></tr>
<tr><td>职称/职务
Title</td><td>修辞与写作教研室主任/副教授
Director of Rhetoric & Composition，
Associate Professor</td><td>邮箱地址
Email</td><td>bgu@gsu.edu</td></tr>
<tr><td>最终学位
Degree</td><td>博士
PhD</td><td>任职单位
Work Place</td><td>美国佐治亚州立大学
Georgia State University</td></tr>
<tr><td rowspan="2">课程信息
Course Information</td><td>授课对象
Open to</td><td>2020、2021 所有专业本科生以及 2019 级临床药学专业本科生（建议大二及以上年级学生选修）</td><td>学 时
Class Hour</td><td>24</td></tr>
<tr><td>授课时间
Lecture Schedule</td><td>2023 年 7 月 1-6 日</td><td>考核方式
Assessment Method</td><td>测验及设计项目
Quizzes and Projects</td></tr>
</table>

Resume of Instructor

顾宝桐，博士，佐治亚州立大学修辞与写作部主任，博士生导师。1983 年毕业于苏州大学，毕业后留校任教。1992 年赴美深造，1994 年获得美国衣阿华州立大学商务与科技英语写作硕士，2000 年获得普渡大学修辞与写作博士。1999—2002 年在东华盛顿大学任教，2002 年至今在佐治亚州立大学任教。2008-2010 年任佐治亚州立大学英语写作部主任，2010—2014 年担任佐治亚州立大学孔子学院院长。

顾宝桐教授曾担任全美科技英语写作教师协会 ATTW（Association of Teachers of Technical Writing）常务理事，ATTW 2012 年全美学术大会主席。他还担任多个学术杂志的评审，包括 Technical Communication Quarterly, Technical Communication, Journal of Business and

Technical Communication, Second Language Writing 等。

顾宝桐教授主要从事修辞与写作、特别是 Technical Communication 方面的教学及研究。在美国大学教授修辞与写作各种课程二十余年。任教的本科、硕士及博士课程包括 English Composition, Business Writing, Technical Writing, Electronic Writing and Publishing, Digital Rhetoric, Digital Media Production, Grant and Proposal Writing, Composition Pedagogy 等。

顾宝桐教授的研究领域主要包括科技写作、写作技术理论、跨文化交际等。主要学术成果除学术期刊论文外，还出版了六本专著与编著，其中包括 From Oracle Bones to Computers: The Emergence of Writing Technologies in China; Content Management: Bridging the Gap between Theory and Practice; Designing Web Applications for the 21st Century Writing Classrooms, 以及《当代西方修辞批评与研究》（上和下，1998 年社科院出版社出版）。

Course Description

Course Goals

This course aims at preparing you to be effective communicators—particularly, effective writers—in your future professional careers. It helps you to develop workplace writing skills and to understand—and ultimately to apply—the rhetorical principles guiding and underlying workplace writing practices. During the semester, this course will introduce you to the basic issues, elements, and genres of technical writing, including

- writing for various audiences for various purposes
- addressing social issues related to writing, such as ethics, politics, gender, culture, etc.
- defining and analyzing workplace writing problems

- conducting research for writing
- writing collaboratively
- developing an effective professional tone and style
- incorporating effective visual elements into document design
- writing various technical documents, such as memos, proposals, letters, reports, etc.
- learning effective oral presentation techniques

Course Topics

This course will cover two major aspects of writing: rhetorical context and different genres.

Rhetorical Context

All writing has specific rhetorical contexts that shape the act of writing/communication. We'll discuss such rhetorical factors as audience, purpose, medium of communication, communication constraints, etc.

Memo Writing

We'll discuss how to write business memos, including both content design and format design.

Resume and Cover Letter Design

For this topic, you'll learn to design a professional looking resume and cover letter package that effectively markets yourself to prospective employers.

Visual Design

For this topic, we'll cover what's entailed in visual design: layout, typography, graphics, color use, etc. We'll discuss how format design should complement content design to effectively accomplish its intended purposes.

Instructional Design

This topic will cover various forms of effective instructions, including manuals, tutorials, software documentation, et.

Syllabus

Day 1

In-Class Activities

- Instructor and student self introductions
- Course introduction
- What is business writing
- Memo writing
- Audience, purpose, medium, and context
- Sample memo analysis
- Memo writing practice
- Basic design principles: alignment, proximity
- Writing tips: style
- Introduction to the brochure design project: groups and ideas
- Quiz 1–Spelling

Homework

- Browse through the sample resume and cover letter website
- Read the memo section on Purdue Online Writing Lab (OWL) (Read

all the four links in the Memo section: Audience and Purpose, Parts of a Memo, Format, Sample Memo.)

• Read "7 Resume Design Principles."

Day 2

In-Class Activities

• Quiz 1 analysis

• Sample student memo analysis and discussion

• Introduction to the resume and cover letter design

• Resume content design

• Resume format design

• Sample resume analysis

• Individual work on resume design

• Cover letter content design

• Cover letter format design

• Sample cover letter analysis

• Basic design principles: contrast, repetition

• Group project: oral report & content development

• Quiz 2–Subject-verb agreement

Homework

• Design your own resume

• Design a cover letter for a dream job you want.

• Turn in both your cover letter and resume through WeChat

• Read "How to Design a Brochure."

Day 3

In-Class Activities

• Quiz 2 analysis

• Peer critique of resume design

• Sample student resume analysis and discussion

• Sample student cover letter analysis and discussion

• Introduction to the final project—brochure design

• Sample brochure analysis

• Brochure content design

• Brochure front panel design analysis

• Brochure format design: layout and typography

• Group work on brochure design

• Group project: front panel

• Writing tips: writing for conciseness and brevity

• Quiz 3–Common Business Writing Errors

Homework

• Group work on brochure front panel design

Day 4

In-Class Activities

• Quiz 3 analysis

• Visual design principles

• Layout

• Typography

• Graphics

• Color

• Sample visual design analysis

• The CRAP Principles: Contrast, Repetition, Alignment, Proximity

• Group project: oral report & content development

• Quiz 4–Confusing Words

Homework

• Group work on brochure design

Day 5

In-Class Activities

• Quiz 4 analysis

• Instructional design: basic principles

• Instructional design: different genres

• Instructional design: sample analysis

• Peer critique of brochure front panel design

• Brochure format design: colors and graphics

• Group work on brochure design

• Peer critique of brochure design

• Introduction to oral presentation project

• Oral presentation design

• Oral presentation content design

• Oral presentation format design

• Group work on brochure and oral presentation

• Writing tips: proposal writing

Homework

• Brochure and oral presentation design

• Read "Oral Presentation and PowerPoint."

Day 6

In-Class Activities

- Oral presentations and instructor comments
- Course wrap-up