

Syllabus: Applied Language Studies Program

Program of English for Academic Purposes, 2024 Spring

Center for Language Studies, National Chung Cheng University

課程名稱 Course Title	English Business Communication Integrated Skills High-intermediate (II) 進階英文商務整合 (二)	授課教師 Instructor	Lee, Chia-Chia 李佳家
課程# Course #	1903416-01	聯繫郵件 E-mail	clcjil[at]ccu.edu.tw
學期 Semester	2024 Spring (Feb. 19, 2024~June 21, 2024)	上課時間及地點 Class Hours & Room	13:10~16:00 Thurs Room 226, CLS
Credits 學分數	自由選修 3 學分 3 credits (Elective)	諮詢時段 Office Hours	10:00~12:00 Thurs (or by appointment in advance)
課程網頁	http://ecourse.ccu.edu.tw/ (Ecourse 課程平台) http://cls.ccu.edu.tw/ (CLS website, 語言中心網頁)	Course Level (中階)	CEFR B2-C1 TOEIC Listening & Reading Score: 700 IELTS Band 6.0 TOEFL iBT 70 or above

需出席第一堂課之能力檢測，以更明確評估是否適合修課。未出席或未能通過該檢測程度者，得不予加簽。

Course takers are required to take the first-week placement test in order to make sure that the course level is appropriate.

第一次上課將進行期初英語能力檢核測驗 (佔學期成績 4%)，系統選課者或有意修課者請準時出席

本課程鼓勵修課者準備好長期持續修課之心態與時間管理，以利養成職場溝通英文技巧、及其高度相關的外語技能 (如 **writing for business contexts & presenting with visuals or with PowerPoint)。**

1. 本課程之分級、課程內涵屬性與語言技能分類

分級 Proficiency Levels		語言技能 ESP Language skills		課程內涵屬性 Language spheres	
Intermediate (CEFR B1-B2)		Listening & Speaking	★	English for Academic purposes	
High-intermediate (CEFR B2-C1)	★	Reading & Writing	★	English for Specific purposes	★
Advanced (CEFR C1-C2)		Business vocabulary & usage	★	English for General purposes	
		language & style	★		

1) English for academic purpose 之課程為 Study skills for Academic English，例如在「英文為母語」之國家進修或遊學時，以英文為主之課堂上所需具備的學術英文或課堂學習技巧，如聽課及筆記技巧、閱讀學術文章技巧、課堂報告寫作技巧、討論議題技巧、摘要或改寫技巧等。這學術英文能力與各學術專業領域的英文有所不同。

English for specific purpose 之課程為商務英文溝通、全球英語溝通力或職場英文技巧為主要導向的課程為主。

2. Course Materials/課程教材

Title	Author(s) & publication year	Publisher
Intelligent Business Upper-Intermediate	Tonya T. & Graham T (2012)	Pearson Education Limited

配合教育部針對保護智慧財產權觀念之宣導：請尊重智慧財產權，不得非法影印教師指定之教科書籍。

3. Grading /評量

	Grading/Scoring	評量項目	Percent
1	Placement Test + Post test	期初前測及會考後測	4% + 8%
2	Attendance, Participation & Self-access Learning	出席率與課程參與、及自學練習	20% +3%
3	Weekly Assignments & Quizzes (w mini-projects)	每週作業及小考	25%
4	Midterm exam + Final exam	期中考及期末考	10%+20%
5	Final Project Presentation	期末呈現發表	10%
6	Alternative Learning Task	彈性學習任務獎勵積分	Bonus 0~3 points

4. Instructional methods /授課方式

1	Preview & review tasks	預習與複習課題或任務
2	Lecturing & interactive activities	課堂講解及課堂互動活動
3	Individual practice & learning tasks	個別練習及學習任務
4	Group tasks and team projects	小組共同任務或同儕合作計畫

5. Course Objectives/課程目標

	After completing the course, learners will	修完本課程後，學習者將能
1	develop career skills in the working world	培養多元商務情境溝通技巧
2	develop problem-solving skills for business cases	培養商務情境個案討論及問題解決技巧

6. Learning Outcomes/學習成效

	By the end of the semester, learners will be able to...	修完本堂課，學習者將培養
1	develop business concepts.	商務領域之相關背景知識
2	enhance learning and comprehension of business articles.	商務領域文章的學習與理解
3	learn and use vocabulary and expressions in business.	商務領域之字彙及用語能力
4	develop problem-solving skills for business cases.	商務情境個案討論及發表所需之溝通技巧
5	develop business correspondence skills.	商務寫作溝通技巧

7. Course Schedule & Topics/課程大綱（每週進度與主題）

Week	Date	Topics	主題
1	2/22	Course Introduction Placement Test	課程介紹 期初檢核測驗
2	2/29	Unit 1: Alliance	單元一：策略聯盟
3	3/7	Unit 1: Alliance	單元一：策略聯盟
4	3/14	Unit 3: Teamworking	單元三：團隊合作
5	3/21	Unit 3: Teamworking	單元三：團隊合作
6	3/28	Unit 5: Technology	單元五：科技發展
7	4/4	Holiday	校際活動
8	4/11	Unit 6: Advertising	單元六：廣告行銷
9	4/18	Mid-term	期中考
10	4/25	Unit 6: Advertising Unit 8: Brands	單元六：廣告行銷 單元八：企業品牌
11	5/2	Unit 8: Brands	單元八：企業品牌
12	5/9	Unit 10: Energy	單元十：能源產業
13	5/16	Unit 10: Energy	單元十：能源產業
14	5/23	Unit 12: Competition English Proficiency Test	單元十二：市場競爭 英語能力會考
15	5/30	Final Project Presentation	成果呈現
16	6/6	Final Exam	期末考
17-18	6/17	Alternative Learning Task (deadline: 6/17)	彈性學習任務繳交 (6/17 截止)

*Adjustments may be made in the syllabus to meet students' needs and course requirements. *課程進度及課程要求將依教學需要進行適度調整

8. Available Support Service/課程資源

Websites	Links
• Business English Pod	http://www.businessenglishpod.com/category/vocabulary/
• Financial Times	http://www.ft.com/
• Business Insider	https://www.businessinsider.com/

9. Course Policies and Requirements/課程要求

1	Attendance & Participation: To be punctually present in weekly class meetings, to preview/review and to participate actively in interactive or communicative activities in class is important. The final score will be impacted by each absence. No make-up for weekly quizzes.	出席及課程參與：準時出席每堂課並參與課堂討論與活動。每次出席或缺席會影響出席及課程參與成績。請假需經授課教師後同意。小考皆無補考機制。
2	Class Etiquettes: Turn off cell phones during class ABSOLUTELY and put cell phones in the personal bags left in the classroom closets.	教室禮儀：尊重所有人之上課權益，務必確認手機已關機、且放置教室前方之櫃上，避免造成測驗或小考的不公平。
3	Food/drink: To protect the instructional facilities, do not bring food/drink into the classroom.	食物/飲料：教室內禁止飲食。食物/飲料請放在教室外之食物櫃。

10. Course Descriptions/課程概述

課程概述 course descriptions	This course aims to provide skills-based training in business communication skills. Through authentic materials, you expand your knowledge across a wide range of business domains. Within a variety of spoken and written contexts, you develop business communication skills required in the workplace such as team-based discussion skills, business presentation skills, and business writing skills for different purposes.					
課程類別 course type	✓	人文關懷課程		競賽專題課程		問題導向課程
		專題導向課程		總整課程		實作課程
		實習		其他		
教材編選 teaching materials	✓	自製簡報(ppt)	✓	課程講義		自編教科書
		教學程式		自製教學影片		其他
教學方法 teaching methods	✓	講述	✓	小組討論	✓	學生口頭報告
		問題導向學習		個案研究		其他
評量工具 Evaluation	✓	期中考	✓	期末考	✓	隨堂測驗
	✓	隨堂作業	✓	課後作業		期中報告
	✓	期末報告		專題報告	✓	評量尺規
		其他				

“Success is simple. Do what’s right, the right way, at the right time.” Arnold Glasow