



1121

商英一大學課程大綱

管院學士班課程大綱

BA/BBA Program Syllabus

2019.12.16 修訂

系所 Department	企管管理學系 Business Administration		必選修 compulsory/elective	選修 Elective
課程名稱 Course title	Business English Training 1 (English-taught)		學分數 Credit(s)	2
學年/學期 academic year/Semester	114-1 學期 2025 fall semester		上課地點 Classroom	管院 427
講授教師 Instructor	Yung-huei Chen		上課時間 Time	二 4.5 Tue 10-12:00
教師辦公室&諮詢時間 Office number & office hour	Mon 12:00-14:00	教師聯絡資訊 Instructor Contact	Phone: #34305 Email: clcyhc@ccu.edu.tw	
助教 Teaching assistant	TBA	助教 聯絡資訊 TA contact	Email:	
先修課程 Pre-requisite courses	NA			
課程目標 Course Objective	Students will: 1. develop business English skills to deal with different business contexts 2. express ideas properly under business contexts 3. expand vocabulary in general business situations 4. develop confidence and fluency in business communication			
AACSB 學習品質保證學習目標 Assurance of Learning (AOL) Learning goals *請先選填為主要或次要學習目標(Major or minor learning goal)，再選擇對應之學習目標				
主要學習目標 Major learning goal 目標 4：全球視野 LG4:Global Perspectives		次要學習目標 Minor learning goal 目標 4：全球視野 LG4:Global Perspectives	選擇一個項目。 選擇一個項目。	
教材 Teaching materials	Business Partner			
網址 Course website	● https://www.ets.org/toeic/ (TOEIC) ● https://learnenglish.britishcouncil.org/business-english (British Council) ● http://learnenglish.britishcouncil.org/en (business English & vocabulary skills)			
教科書/參考書 Textbooks/Reference	Business Partner			

評量方式 Assessment	課堂參與 Participation	20%	出缺席 Attendance	10%
	作業 Homework	5%	專題 Project	%
	小考 Quiz	5%	其他 1 other ()	%
	期中考 Midterm	30%	其他 2 other ()	%
	期末考 Final	30%	其他 3 other ()	%
其他說明 Other description	1. Classroom activities may include lectures, individual presentations, group discussions, and pair works. 2. Smartphones should be switched off during the class hour. 3. A student should not be absent more than 3 times or a failing grade would be received. 4. 請尊重智慧財產權，不得非法影印教師指定之教科書籍			

課程規劃表 Course Schedule

週次 week	日期 Date	內容 Description	教材章節 Textbook	其他說明 Remark
1.		Ice breaker	Course introduction	
2.		Organization	Unit 1	Organization structures
3.		Organization	Unit 1	Roles & responsibilities
4.		Brands	Unit 2	Life of luxury
5.		Brands	Unit 2	Advertising campaign
6.		Job hunting	Unit 3	Internship
7.		Job hunting	Unit 3	Resume
8.		Business strategy	Unit 4	Plan for growth
9.		Midterm	Midterm	
10.		Logistics	Unit 5	E-commerce
11.		Logistics	Unit 5	The use of drones
12.		Entrepreneurs	Unit 6	Running a business
13.		Entrepreneurs	Unit 6	Young CEOs
14.		Working abroad	Unit 7	Global work cultures
15.		Working abroad	Unit 7	Work environment
16.		Final exam	Final exam	