

管院企管所(含碩專班)與高階主管碩士在職專班課程大綱

MBA/EMBA Program Syllabus

2019.12.16 修訂

系所 Department	企管所 MBA		必選修 compulsory/elective	選修 Elective
課程名稱 Course title	Business English Training		學分數 Credit(s)	3
學年/學期 academic year/Semester	114-1 學期 Fall semester 2025		上課地點 Classroom	管院 427
講授教師 Instructor	Yung-huei Chen		上課時間 Time	Wed 10-13:00 三 4.5.6
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	1. develop students’ business presenting skills to ace in business settings 2. adopt public speaking skills from a variety of business topics 3. encourage students to communicate effectively and confidently for a business environment 4. develop global perspective, cultural awareness, and critical thinking			
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		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 1：創新思考 LG1:Creative Thinking
教材 Teaching materials	Effective Presentation Skills			
網址 Course website	● https://www.ets.org/toeic/ (TOEIC) ● http://www.freecollocation.com/ (collocation)http://learnenglish.britishcouncil.org/en (business English & vocabulary skills)			
教科書/參考書 Textbooks/Reference	Effective Presentation Skills			

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, 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. 務必使用正版教科書，切勿非法影印書籍、教材，以免侵害他人之著作權，誤觸法網。			

課程規劃表 Course Schedule

週次 week	日期 Date	內容 Description	教材章節 Textbook
1.		Ice breaker	Course introduction
2.		● Kiss rule & Hook	● Unit 0
3.		● Why presentation	● Unit 1
4.		● Presentation essential & extra	● Unit 1
5.		● Starting with style	● Unit 2
6.		● Starting with style	● Unit 2
7.		● Visuals	● Unit 3
8.		● Visuals	● Unit 3
9.		Midterm	Midterm
10.		● Written & spoken English	● Unit 4
11.		● Vocal delivery	● Unit 4
12.		● Vocal delivery	● Unit 4
13.		● Body language	● Unit 5
14.		● Body language	● Unit 5
15.		● Effective conclusion	● Unit 6
16.		Final exam	Final exam