

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	必修 Compulsory
課程名稱 Course title	Business English Training III			學分數 Credit(s)	2
學年/學期 academic year/Semester	114-1 學期 Fall semester 2025			上課地點 Classroom	管院 441
講授教師 Instructor	Yung-huei Chen			上課時間 Time	Mon 14:10-16:00
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: cleyhc@ccu.edu.tw	
助教 Teaching assistant	TBA		助教 聯絡資訊 TA contact	Email:	
先修課程 Pre-requisite courses	先修科目(5205226)商用英文（一）(及格) (5205227)商用英文（二）(及格) (所有先修條件都必須符合)限本系生修習，外文系不得修習。				
課程目標 Course Objective	1. develop students' business writing skills to achieve successful communications 2. adopt sample business letters from a variety of context to familiarize learners with different writing styles 3. encourage students to write effectively and confidently for a business environment				
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	Composing our world				
網址 Course website	<ul style="list-style-type: none">● https://www.ets.org/toeic/ (TOEIC)● https://www.englishcurrent.com/ (pragmatics and semantics)● https://www.managementstudyguide.com/business_communication.htm (business English written communication)				
教科書/參考書 Textbooks/Reference	Composing our world				
評量方式	課堂參與	20%	出缺席 Attendance	10%	

Assessment	Participation			
	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	<ol style="list-style-type: none"> 1. Classroom activities may include lectures, peer editing, 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	內容 Description	教材章節 Textbook
1.	● Ice breaker	Course introduction
2.	● What and How	Unit 1 Writing Process
3.	● Brainstorming, Asking Questions	Unit 2 Prewriting Activities
4.	● Clustering, Freewriting	Unit 2 Prewriting Activities
5.	● Defining Organization	Unit 3 Organization
6.	● Organizing raw materials	Unit 3 Organization
7.	● Drafting, Outline	Unit 4 Drafting and Revising
8.	● Revising, Mechanics	Unit 4 Drafting and Revising
9.	Midterm	Midterm
10.	● Layout, Main Idea	Unit 5 Paragraphs
11.	● Supports, Examples, Transitions	Unit 5 Paragraphs
12.	● Unity, Coherence	Unit 6 Unity and Coherence
13.	● Narration, Description, Process	Unit 7 Patterns of Development
14.	● Classification, Comparison	Unit 7 Patterns of Development
15.	Final project	Final project
16.	Final Exam	Final exam