管院碩士班(含碩專班)課程大綱
MS/MA Program Syllabus

系所 Department	International Master's Program in Global Finance	必選修 compulsory/ elective	Elective
課程名稱 Course title	Academic English for Business Management	學分數 Credit(s)	3
課號 Course code	5015004 5355704 5406514	全英文授課 English Taught (EMI)	Yes
學年/學期 Academic year/Semester	114/2	上課地點 Classroom	College of Management, 103
講授教師 Instructor	Thi-Ha-Trang Dang (Lucy)	上課時間 Time	9:10 AM – 12 PM Wednesday

教師辦公室&諮詢時間 Instructor office & office hour	502 4 – 5 PM Wednesday	教師聯絡資訊 Instructor Contact	lucydang@ccu.edu.tw
助教 Teaching assistant	黃嘉恩 Felia	助教聯絡資訊 TA contact	Email: ffeliabeatrynaa@gmail.com
先修課程 Pre-requisite courses	Students are expected to have an intermediate level of English proficiency prior to enrolling in this course.		
學習目標 Learning objective	By the end of the course, students can: 1. Communicate effectively in professional settings. 2. Write clear, concise, and impactful business documents. 3. Deliver professional presentations with confidence. 4. Collaborate effectively in teams on business projects. 5. Develop critical thinking and problem-solving skills in global contexts.		
課程概述 Course descriptions	This course develops advanced English communication competencies for business and finance professionals, emphasizing real-world application and workplace readiness. Through case-based learning, multimedia analysis, and structured discussions, students evaluate authentic business communication scenarios, analyze stakeholder dynamics, and formulate strategic responses. Classroom activities include video-based situation analysis, guided simulations, and collaborative problem-solving tasks designed to strengthen decision-making and persuasive communication skills. Students actively engage in discussion leadership and professional presentation exercises to enhance clarity, confidence, and executive presence. The course further integrates project-based learning, requiring students to conduct field research on real business or market issues, collect and analyze data, and produce formal Business Reports or Business Proposals. An invited industry professional provides insight into employer expectations and professional communication standards, reinforcing the connection between academic training and workplace performance. By combining analytical reasoning, structured writing, oral leadership, and		

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<tr><td></td><td colspan="4">industry exposure, the course prepares students for global business environments and professional career advancement.</td></tr>
<tr><td colspan="5">對應 AOL 職能素養(AOL Competency)</td></tr>
<tr><td colspan="2">職能素養 3(Competency 3): 問題解決能力 Problem Solving Skills</td><td colspan="3">職能素養 4(Competency 4): 全球視野 Global Perspective</td></tr>
<tr><td>課程類別
Course attributes</td><td colspan="4">□人文關懷課程(Humanities Caring) □競賽專題課程(Competition)
■問題導向課程(Problem-solving) ■專題導向課程(Project-based)
■實作課程(Practice-based) □總整課程(Capstone)</td></tr>
<tr><td>教材編選
Teaching materials</td><td colspan="4">■自製簡報(self-made PPTs) ■課程講義(Teaching Notes)
□自編教科書(self-made textbooks) □教學程式(programming)
□自製教學影片(self-made video) ■其他(Others)</td></tr>
<tr><td>教學資源
Teaching Resources</td><td colspan="4">□課程網站(Website) □實習網站(Intern Web)
■教材電子檔供下載(Downloadable Files)</td></tr>
<tr><td>教科書/參考書
Textbooks/References</td><td colspan="4">Textbook: Thill, J. V., and Bovee, C. L. (2023). Excellence in Business Communication. Pearson.</td></tr>
<tr><td rowspan="6">評量方式(請填百分比)
Assessment</td><td>課堂參與
Participation</td><td>20 %</td><td>個案討論 Case study</td><td>%</td></tr>
<tr><td>作業
Homework</td><td>25 %</td><td>專題 Project</td><td>30 %</td></tr>
<tr><td>小考 Quiz</td><td>%</td><td>其他 1 other (team contribution)</td><td>%</td></tr>
<tr><td>期中考
Midterm</td><td>%</td><td>其他 2 other ( )</td><td>%</td></tr>
<tr><td>期末考 Final</td><td>%</td><td>其他 3 other ( )</td><td>%</td></tr>
<tr><td>報告
Presentation</td><td>25 %</td><td>其他 4 other ( )</td><td>%</td></tr>
<tr><td>其他說明
Other description</td><td colspan="4">This course explores English for Business Communication in an interactive and engaging environment. All students are welcome, and I am committed to sharing my experiences and supporting your learning. Unconventional ideas are encouraged, and I am happy to assist with any academic or personal questions.

The course is designed as an employability-oriented, practice-driven communication training module that bridges academic English development with real-world business application. Grounded in a “Learn by Doing” philosophy, the course integrates problem-solving, project-based learning, and industry exposure to strengthen students’ workplace readiness.

The course is structured around four interconnected components:

1. Active Participation (20%)

Students are evaluated on both the quantity and quality of their in-class English</td></tr>
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	engagement. Participation requires thoughtful questioning, structured responses, peer interaction, and spontaneous professional communication. This component develops confidence, clarity of expression, and real-time response skills essential in workplace discussions and meetings. **2. Weekly Reflective Writing (25%)** Students submit structured weekly reflection papers that include content review, analytical insights, independent research, and current business-related observations. These assignments cultivate logical organization, argument development, evidence-based reasoning, and professional written expression in English. **3. Case Leadership & Professional Presentation (25%)** Students analyze assigned business communication cases and lead structured class discussions. Each group presentation includes an executive summary, identification of key issues, a stakeholder analysis, strategic recommendations, and facilitation of discussion. Evaluation includes both instructor and peer assessment, reinforcing leadership, persuasion, and collaborative communication competencies. **4. Applied Term Project (30%)** Students select a real-world business or market-related topic and conduct applied research involving survey design, interviews, and data collection. Based on their findings, students produce a formal Business Report or Business Proposal and deliver a professional presentation. This project simulates a consulting process and requires students to integrate analytical thinking, strategic recommendations, professional writing, and presentation skills. In addition, the course includes an invited industry professional who shares practical insights on business communication expectations, employer evaluation criteria, and interview performance strategies. This industry engagement strengthens students' understanding of workplace standards and connects classroom training with professional realities. Through these integrated components, the course systematically develops students' communication competence, analytical ability, collaborative skills, and strategic thinking, aligning with the objectives of agile employability development and global professional readiness.

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.	02/25	Introduction		
2.	03/04	Interpersonal Communication Skills	Chapter 2	
3.	03/11	Collaboration and Business Etiquette	Chapter 3	
4.	03/18	Communication Challenges in a Diverse, Global Marketplace	Chapter 4	Case 1
5.	03/25	Planning, Writing, and Completing Business Messages	Chapters 5, 6, 7	Case 2
6.	04/01	Planning, Writing, and Completing Business Messages	Chapters 5, 6, 7	Case 3
7.	04/08	No class		
8.	04/15	Crafting Message for Digital Channels	Chapter 8	Case 4
9.	04/22	Writing Routine and Positive Messages	Chapter 9	Case 5
10.	04/29	Writing Negative and Persuasive Messages	Chapters 10 & 11	Case 6
11.	05/06	Planning Reports and Proposals	Chapter 12	Case 7
12.	05/13	Writing and Completing Reports and Proposals	Chapter 13	Case 8
13.	05/20	Preparing and Delivering Business Presentations	Chapter 14	Case 9
14.	05/27	Building Careers and Writing Résumés	Chapter 15	
15.	06/03	Applying and Interviewing for Employment Guest Speech: Industry Perspectives on Strategic Communication, Employability, and Professional Readiness	Chapter 16	
16	06/10	Final Group Presentation		
17	06/17	Final Term Project Report Submission		
18	06/24	Flexible Week		