

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 限本系生選修 for students from Department of Business Administration only						
課程名稱 Course title	Business English Training II 商用英文（二）		學分數 Credit(s)	2						
學年/學期 academic year/Semester	114-2 學期 2025 Spring semester		上課地點 Classroom	管院 427						
講授教師 Instructor	Yung-huei Chen 陳詠卉		上課時間 Time	Monday 10:10-12:00						
教師辦公室&諮詢時間 Instructor office number & office hour	Room 439	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. read, write, and respond to business documents 3. expand vocabulary to 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										
教材 Teaching materials	Business Partner									
網址 Course website	<ul style="list-style-type: none"> ● 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	<ol style="list-style-type: none"> 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	內容 Description	教材章節 Textbook	其他說明 Remark
1.	Ice breaker	Course introduction	
2.	Organization	Unit 1	Writing project I
3.	Organization	Unit 1	Writing project II
4.	Brands	Unit 2	Reading skill I
5.	Brands	Unit 2	Reading skill II
6.	Job hunting	Unit 3	References
7.	Job hunting	Unit 3	Interviews
8.	Business strategy	Unit 4	Ad campaigns
9.	Midterm	Midterm	Midterm
10.	Logistics	Unit 5	Hubs
11.	Logistics	Unit 5	Networking
12.	Entrepreneurs	Unit 6	World CEO I
13.	Entrepreneurs	Unit 6	World CEO II
14.	Working abroad	Unit 7	Immersions
15.	Working abroad	Unit 7	Cultural difference
16.	Final	Final	Final