

# 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 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 441
講授教師 Instructor	Yung-huei Chen	上課時間 Time	Monday 14:10 -16:00
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	TBA
先修課程 Pre-requisite courses	NA		
課程目標 Course Objective	1. provide sufficient schema to improve students' reading comprehension in business related subjects 2. cultivate business vocabulary sizes with skill-based instructions and activities 3. encourage students to go beyond the text and develop critical thinking skills 4. understand cultural, economic, environmental, and language differences		
<b>AACSB 學習品質保證學習目標 Assurance of Learning (AOL) Learning goals</b>			
*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	English for Business Communication		
網址 Course website	<ul style="list-style-type: none"> <li>● <a href="https://www.ets.org/toeic/">https://www.ets.org/toeic/</a> (TOEIC)</li> <li>● <a href="http://www.freecollocation.com/">http://www.freecollocation.com/</a> (collocation)<a href="http://learnenglish.britishcouncil.org/en">http://learnenglish.britishcouncil.org/en</a> (business English &amp; vocabulary skills)</li> </ul>		
教科書/參考書 Textbooks/Reference	TBA		

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. 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.	Commercial banks	Unit 1	Bank teller Loan officer Branch manager
3.	Low-risk investment	Unit 1	Savings account Money market account
4.	High-risk investment	Unit 1	Bond Stock
5.	Marketing mix	Unit 2	City cafe
6.	Character marketing	Unit 2	Open Chan Oden
7.	Private branding	Unit 2	4Ps
8.	Review chapters	Unit 1-2	
9.	Midterm	Midterm	
10.	Recruitment	Unit 3	CV Interview
11.	Selection	Unit 3	Want-Ad
12.	Training	Unit 3	Assessment, delivery, & evaluation of Training
13.	Manufacturing process	Unit 4	Prototype Logistics Product launch
14.	Logistics management	Unit 4	Supply chain Warehousing Distribution center
15.	Environmental and public safety issues	Unit 4	Ecosystem Impact
16.	Final exam	Final exam	Final exam