

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			
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	English for Business Communication			
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	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