

# 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 IV 商用英文 (四)			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	Tuesday 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	TBA								
先修課程 Pre-requisite courses	NA											
課程目標 Course Objective	<ol style="list-style-type: none"> <li>1. develop students' business writing skills to achieve successful communications</li> <li>2. adopt sample business letters from a variety of context to familiarize learners with different writing styles</li> <li>3. encourage students to write effectively and confidently for a business environment</li> </ol>											
<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	Composing our world											
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="https://www.englishcurrent.com/">https://www.englishcurrent.com/</a> (pragmatics and semantics)</li> <li>● <a href="https://www.managementstudyguide.com/business_communication.htm">https://www.managementstudyguide.com/business_communication.htm</a> (business English written communication)</li> </ul>											
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"> <li>1. Classroom activities may include lectures, peer editing, group discussions, and pair works.</li> <li>2. Smartphones should be switched off during the class hour.</li> <li>3. A student should not be absent more than 3 times or a failing grade would be received.</li> <li>4. 請尊重智慧財產權，不得非法影印教師指定之教科書籍</li> </ol>			

## 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.	● Essay structure	Unit 10	Defining the essay
3.	● Body & concluding paragraph	Unit 10	Three points
4.	● Narrations	Unit 10	Vivid details
5.	● Process analysis	Unit 11	Transitions
6.	● Problem solution	Unit 12	Manageable problems vs considering purposes
7.	● Classification	Unit 13	Narrowing topics vs choosing a focus
8.	● Comparison contrast	Unit 14	Methods of organization
9.	Midterm	Midterm	Midterm
10.	● Cause effect	Unit 15	Logics
11.	● Persuasion	Unit 16	Audience
12.	● Research proposal	Unit 17	Abstract
13.	● School application	Unit 18	Preliminary research
14.	● Job application	Unit 19	Format & physical appearances
15.	● Job application	Unit 19	CV & resume
16.	Final exam	Final exam	Final exam