

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		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	9:10am – 12am 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		助教聯絡資訊 TA contact	Email:	
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 finance contexts.			
課程概述 Course Descriptions	This course develops effective English communication skills for business and finance professionals. Students will practice writing, speaking, listening, and presenting in business contexts. The course emphasizes practical skills through lectures, role-plays, group activities, video analysis, and presentations.			
對應 AOL 職能素養(AOL Competency)				
職能素養 1(Competency 1):			職能素養 2(Competency 2):	
課程類別 Course Attributes	<input type="checkbox"/> 人文關懷課程(Humanities Caring) <input type="checkbox"/> 競賽專題課程(Competition) <input checked="" type="checkbox"/> 問題導向課程(Problem-solving) <input type="checkbox"/> 專題導向課程(Project-based) <input type="checkbox"/> 實作課程(Practice-based) <input type="checkbox"/> 總整課程(Capstone)			
教材編選 Teaching materials	<input checked="" type="checkbox"/> 自製簡報(self-made PPTs) <input checked="" type="checkbox"/> 課程講義(Teaching Notes) <input type="checkbox"/> 自編教科書(self-made textbooks) <input type="checkbox"/> 教學程式(programming) <input type="checkbox"/> 自製教學影片(self-made video) <input checked="" type="checkbox"/> 其他(Others)			

教學資源 Teaching Resources	<input type="checkbox"/> 課程網站(Website) <input type="checkbox"/> 實習網站(Intern Web) <input checked="" type="checkbox"/> 教材電子檔供下載(Downloadable Files)			
教科書/參考書 Textbooks/References	Textbook: Thill, J. V., and Bovee, C. L. (2023). Excellence in Business Communication. Pearson.			
評量方式(請填百分比) Assessment	課堂參與 Participation	20 %	個案討論 Case study	%
	作業 Homework	25 %	專題 Project	30 %
	小考 Quiz	%	其他 1 other (team contribution)	%
	期中考 Midterm	%	其他 2 other ()	%
	期末考 Final	%	其他 3 other ()	%
	報告 Presentation	25 %	其他 4 other ()	%
其他說明 Other description	<p>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.</p> <p>However, this course may not suit you if you frequently arrive late, leave early, engage only with your laptop or phone, or dismiss classmates' ideas. Active participation is essential for effective learning. Preparing before class enhances discussion and deepens understanding; therefore, I encourage you to study in advance.</p> <p>Participation goes beyond attendance—it entails staying focused, avoiding distractions such as web browsing or messaging, and contributing thoughtfully to discussions. Your engagement enriches the learning experience for everyone. To maintain a respectful learning environment, please keep cell phones silent or turned off during class. Thank you for your cooperation and commitment.</p>			

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 Business Messages	Chapter 5	Case 2
6.	04/01	Writing Business Messages	Chapter 6	Case 3
7.	04/08	No class		
8.	04/15	Completing Business Messages	Chapter 7	Case 4
9.	04/22	Crafting Messages for Digital Channels	Chapter 8	Case 5
10.	04/29	Writing Routine and Positive Messages	Chapter 9	Case 6
11.	05/06	Writing Negative and Persuasive Messages	Chapters 10 & 11	Case 7
12.	05/13	Planning Reports and Proposals	Chapter 12	Case 8
13.	05/20	Writing and Completing Reports and Proposals	Chapter 13	Case 9
14.	05/27	Preparing and Delivering Business Presentations	Chapter 14	Case 10
15.	06/03	Building Careers and Writing Résumés	Chapter 15	Case 11
16.	06/10	Applying and Interviewing for Employment	Chapter 16	Case 12
17.	06/17	Final group presentation		
18.	06/24	Final Term Project Report Due		