

# Syllabus: Applied Language Studies Program

## Program of English for Specific Purposes, 2026 Spring

Center for Language Studies, National Chung Cheng University

課程名稱 Course Title	English Business Communication High-intermediate (I) 進階英文商務溝通（一）	授課教師 Instructor	Lee, Chia-Chia 李佳家
課程# Course #	1903423-01	聯繫郵件 E-mail	clcjjl[at]ccu.edu.tw
學期 Semester	2026 Spring (Feb. 23, 2026~June. 23, 2026)	上課時間及地點 Class Hours & Room	13:10~16:00 Thursday Room 227, CLS
Credits 學分數	自由選修 3 學分 3 credits (Elective)	諮詢時段 Office Hours	10:00~12:00 Thurs (or by appointment in advance)
課程網頁	<a href="https://ecourse2.ccu.edu.tw/">https://ecourse2.ccu.edu.tw/</a> (Ecouse 課程平台) <a href="http://cls.ccu.edu.tw/">http://cls.ccu.edu.tw/</a> (CLS website, 語言中心網頁)	Course Level (進階)	CEFR B1-B2 TOEIC L & R: 725-850 IELTS: Band 6.0-6.5 TOEFL iBT: 75-90Business

需出席第一堂課之能力檢測，以更明確評估是否適合修課。未出席或未能通過該檢測程度者，得不予以加簽。

Course takers are required to take the first-week placement test in order to make sure that the course level is appropriate.

第一次上課將進行期初英語能力檢核測驗（佔學期成績 4%），系統選課者或有意修課者請準時出席

本課程鼓勵修課者準備好長期持續修課之心態與時間管理，以利養成職場溝通英文技巧、及其高度相關的外語技能  
(如 writing for business contexts & presenting with visuals or with PowerPoint)。

## 1. 本課程之分級、課程內涵屬性與語言技能分類

分級 Proficiency Levels	語言技能 ESP Language skills	課程內涵屬性 Language spheres
Intermediate (CEFR B1-B2)	★ Listening & Speaking	★ English for Academic purposes
High-intermediate (CEFR B2-C1)	Reading & Writing	★ English for Specific purposes
Advanced (CEFR C1-C2)	Business vocabulary & usage language & style	★ English for General purposes

- 1) English for academic purpose 之課程為 Study skills for Academic English，例如在「英文為母語」之國家進修或遊學時，以英文為主之課堂上所需具備的學術英文或課堂學習技巧，如聽課及筆記技巧、閱讀學術文章技巧、課堂報告寫作技巧、討論議題技巧、摘要或改寫技巧等。這學術英文能力與各學術專業領域的英文有所不同。
- 2) English for specific purpose 之課程為 商務英文溝通、全球英語溝通力或職場英文技巧為主要導向的課程為主。

## 2. Course Materials/課程教材

Title	Author(s) & publication year	Publisher
Market Leader Intermediate	David C., David F. and Simon K. (2010)	Pearson Education

配合教育部針對保護智慧財產權觀念之宣導：請尊重智慧財產權，不得非法影印教師指定之教科書籍。

## 3. Grading /評量

	Grading/Scoring	評量項目	Percent
1	Placement Test + Post test	期初前測及會考後測	4% + 8%
2	Attendance, Participation & Self-access Learning	出席率與課程參與、及自學練習	20% +3%
3	Weekly Assignments & Quizzes (w mini-projects)	每週作業及小考	25%
4	Midterm exam + Final exam	期中考及期末考	10%+20%
5	Final Project Presentation	期末呈現發表	10%
6	Alternative Learning Task	彈性學習任務獎勵積分	Bonus 0~3 points

## 4. Instructional methods /授課方式

1	Preview & Review tasks	預習與複習課題或任務
2	Lecturing & interactive activities	課堂講解及課堂互動活動
3	Individual practice & Learning tasks	個別練習及學習任務
4	Group tasks and team projects	小組共同任務或同儕合作計畫

## 5. Course Objectives/課程目標

	After completing the course, learners will	修完本課程後，學習者將能
1	develop key business concepts	培養商管領域之相關背景知識
2	develop business case study discussion skills	培養商務個案討論技巧
3	develop written communication skills applicable to business contexts	培養撰寫有效的商務英文提案

## 6. Learning Outcomes/學習成效

	By the end of the semester, learners will be able to...	修完本堂課，學習者將培養
1	develop business knowledge in a variety of business areas.	商管之相關背景知識
2	build business vocabulary size through authentic reading and listening materials.	擴充商業英語詞彙量
3	develop problem-solving skills for business cases.	培養分析解決個案問題之技巧
4	produce well-structured short proposals appropriate for business contexts.	撰寫結構清楚、符合商業情境需求之短篇提案

## 7. Course Schedule & Topics/課程大綱

Week	Date	Topics	主題
1	2/26	Course Introduction Placement Test	課程介紹 檢核測驗
2	3/05	Unit 1: Brands	單元一：品牌
3	3/12	Unit 1: Brands	單元一：品牌
4	3/19	Unit 2: Travel	單元二：旅行
5	3/26	Unit 3: Change	單元三：改變
6	4/02	Unit 3: Change	單元三：改變
7	4/09	Unit 4: Organisation	單元四：組織架構
8	4/16	Unit 4: Organisation	單元四：組織架構
9	4/23	Mid-term	期中考
10	4/30	Unit 5: Advertising	單元五：廣告
11	5/07	Unit 5: Advertising	單元五：廣告
12	5/14	Unit 7: Cultures	單元七：文化
13	5/21	Unit 8: Human Resources	單元八：人才徵募
14	5/28	Unit 11: Leadership English Proficiency Test	單元十一：領導能力 英語能力會考
15	6/04	Final Presentation	成果呈現
16	6/11	Final Exam	期末考
17-18	6/18 6/25	Alternative Learning Task	彈性學習任務

\*Adjustments may be made in the syllabus to meet students' needs and course requirements. \*課程進度及課程要求將依教學需要進行適度調整

## 8. Available Support Service/課程資源

Websites	Links
• Financial Times	<a href="http://www.ft.com/">http://www.ft.com/</a>
• Business Insider	<a href="https://www.businessinsider.com/">https://www.businessinsider.com/</a>
• English for Meetings	<a href="https://www.businessenglishpod.com/category/meetings/">https://www.businessenglishpod.com/category/meetings/</a>

## 9. Course Policies and Requirements/課程要求

1	<b>Attendance &amp; Participation:</b> To be punctually present in weekly class meetings, to preview/review and to participate actively in interactive or communicative activities in class is important. The final score will be impacted by each absence. No make-up for weekly quizzes.	出席及課程參與：準時出席每堂課並參與課堂討論與活動。每次出席或缺席會影響出席及課程參與成績。請假需經授課教師後同意。小考皆無補考機制。
2	<b>Class Etiquettes:</b> Turn off cell phones during class ABSOLUTELY and put cell phones in the personal bags left in the classroom closets.	教室禮儀：尊重所有人之上課權益，務必確認手機已關機、且放置教室前方之櫃上，避免造成測驗或小考的不公平。
3	<b>Food/drink:</b> To protect the instructional facilities, do not bring food/drink into the classroom.	食物/飲料：教室內禁止飲食。食物/飲料請放在教室外之食物櫃。

## 10. Relevance between the Course Objectives and the UN Sustainable Development Goals (SDGs)/

本課程目標與聯合國永續發展目標及細項之對應

與聯合國永續發展目標  
(SDGs)及細項之對應

目標：4 細項：4.3 4.4 4.5  
目標：8 細項：8.6