

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	選修 elective 支援管院碩班 本所生不得修習 COM graduate students only, except Department of Business Administration
課程名稱 Course title	Workplace Business English 商用英文職場實務	學分數 Credit(s)	3
學年/學期 academic year/Semester	114-2 學期 2025 Spring semester	上課地點 Classroom	管院 427
講授教師 Instructor	陳詠卉 Yung-huei Chen	上課時間 Time	三 4,5,6 Wednesday 10:10-13:00
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	Email:
先修課程 Pre-requisite courses	NA		
課程目標 Course Objective	Students will: 1. develop essential business English skills in this new economic era 2. express ideas properly in writing and speaking under business contexts 3. expand business-related vocabulary for communication 4. develop language fluency and self confidence in the workplace environment		
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 4：全球視野 LG4:Global Perspectives	
教材 Teaching materials	English for business communication		
網址 Course website	<ul style="list-style-type: none"> ● https://www.ets.org/toeic/ (TOEIC) ● https://www.ego4u.com/en/business-english/communication (business communication 4 skills combined) ● http://learnenglish.britishcouncil.org/en (business English & vocabulary skills) 		

教科書/參考書 Textbooks/Reference	English for business communication			
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	<ol style="list-style-type: none"> Classroom activities may include lectures, individual presentations, group discussions, group presentations, on-line Ecourse learning, and pair works. Smartphones should be switched off during the class hour. A student should not be absent more than 3 times or a failing grade would be received. 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	Review
9.	Midterm	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