

Syllabus: Applied Language Studies Program

Program of English for Specific Purposes, 2026 Fall

Center for Language Studies, National Chung Cheng University

課程名稱 Course Title	English Business Communication High-intermediate (II) 進階英文商務溝通 (二)	授課教師 Instructor	Lee, Chia-Chia 李佳家
課程# Course #	1903424-01	聯繫郵件 E-mail	clcjil[at]ccu.edu.tw
學期 Semester	2026 Fall (Sep. 10, 2026~Jan. 07, 2027)	上課時間及地點 Class Hours & Room	13:10~16:00 Thursday Room 226, 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	https://ecourse2.ccu.edu.tw/ (Ecourse 課程平台) http://cls.ccu.edu.tw/ (CLS website, 語言中心網頁)	Course Level (進階)	CEFR B2-C1 TOEIC Listening & Reading Score: 700 IELTS Band 6.0 TOEFL iBT 70 or above

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	★	English for General Purposes	
		language & style	★		

- 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 Upper-intermediate	David C., David F. and Simon K. (2016)	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	15%+15%
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 across a variety of business topics	培養商管領域之相關知能
2	develop problem-solving skills in a variety of business contexts.	培養不同商務情境中的問題解決能力
3	develop effective discussion skills through business case discussions.	培養商務個案討論之互動與討論技巧

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...
1	help students develop business concepts in a variety of business areas	建立多元商管主題之相關背景知識
2	apply effective reading, listening, and note-taking strategies for business case discussions.	運用商務個案討論所需之閱讀、聽力及重點筆記策略
3	demonstrate problem-solving skills by analyzing business issues and proposing appropriate solutions.	分析商務議題並提出適切解決方案，展現問題解決能力
4	participate effectively in business case discussions by expressing ideas, responding to others, and contributing to group discussions.	在商務個案討論中有效表達觀點、回應他人意見，並積極參與小組討論

7. Course Schedule & Topics/課程大綱

Week	Date	Topics	主題
1	9/10	Course Introduction Placement Test	課程介紹 檢核測驗
2	9/17	Unit 1: Communication	單元一：溝通技巧
3	9/24	Unit 1: Communication	單元一：溝通技巧
4	10/01	Unit 2: International marketing	單元二：國際行銷
5	10/08	Unit 2: International marketing	單元二：國際行銷
6	10/15	Unit 3: Building relationships	單元三：建立關係
7	10/22	Unit 4: Success	單元四：成功絕非偶然
8	10/29	Unit 5: Job satisfaction	單元五：職業成就感
9	11/05	Mid-term	期中考
10	11/12	Unit 7: Management styles	單元七：管理風格
11	11/19	Unit 8: Team building	單元八：建立團隊
12	11/26	Unit 8: Team building	單元八：建立團隊
13	12/03	Unit 10: Customer service	單元十：客戶服務
14	12/10	Unit 10: Customer service English Proficiency Test	單元十：客戶服務 英語能力會考
15	12/17	Final Presentation	成果呈現
16	12/24	Final Exam	期末考
17-18	12/31 1/07	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	http://www.ft.com/
• Business Insider	https://www.businessinsider.com/
• Cambridge Dictionaries Online (Business English)	http://dictionary.cambridge.org/dictionary/business-english/

9. Course Policies and Requirements/課程要求

1	Attendance & Participation: 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	Class Etiquettes: 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	Food/drink: 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