

管院學士班課程大綱

BA/BBA Program Syllabus

2019.12.16 修訂

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| 系所 Department | 企管管理學系 Business Administration | 必選修 compulsory/elective | 選修 elective 限本系生選修 for students from Department of Business Administration only |
| 課程名稱 Course title | Business English Training II 商用英文（二） | 學分數 Credit(s) | 2 |
| 學年/學期 academic year/Semester | 109-2 學期 2020 Spring semester | 上課地點 Classroom | 管院 427 |
| 講授教師 Instructor | Yung-huei Chen | 上課時間 Time | Monday 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 | Email: |
| 先修課程 Pre-requisite courses | NA | | |
| 課程目標 Course Objective | Students will: 1. develop basic business English skills to deal with different business contexts 2. read, write, and respond to business documents 3. expand vocabulary to general business situations 4. develop confidence and fluency in business communication | | |
| 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 | 選擇一個項目。 選擇一個項目。 | | 選擇一個項目。 選擇一個項目。 |
| 教材 Teaching materials | Business Partner | | |
| 網址 Course website | ● https://www.ets.org/toeic/ (TOEIC) ● https://learnenglish.britishcouncil.org/business-english (British Council) ● http://learnenglish.britishcouncil.org/en (business English & vocabulary skills) | | |
| 教科書/參考書 Textbooks/Reference | Business Partner | | |

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|---------------------------|--|-----|----------------|-----|
| 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"> 1. Classroom activities may include lectures, individual presentations, group discussions, and pair works. 2. Smartphones should be switched off during the class hour. 3. A student should not be absent more than 3 times or a failing grade would be received. 4. 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 | 日期 Date | 內容 Description | 教材章節 Textbook | 其他說明 Remark |
|------------|------------|-------------------|---------------------|----------------|
| 1. | | Ice breaker | Course introduction | |
| 2. | | Organization | Unit 1 | |
| 3. | | Organization | Unit 1 | |
| 4. | | Brands | Unit 2 | |
| 5. | | Brands | Unit 2 | |
| 6. | | Job hunting | Unit 3 | |
| 7. | | Job hunting | Unit 3 | |
| 8. | | Business strategy | Unit 4 | |
| 9. | | Midterm | Midterm | |
| 10. | | Logistics | Unit 5 | |
| 11. | | Logistics | Unit 5 | |
| 12. | | Entrepreneurs | Unit 6 | |
| 13. | | Entrepreneurs | Unit 6 | |
| 14. | | Working abroad | Unit 7 | |
| 15. | | Working abroad | Unit 7 | |
| 16. | | Leadership | Unit 8 | |
| 17. | | Leadership | Unit 8 | |
| 18. | | Final | Final | |