

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	必修 Compulsory
課程名稱 Course title	Business English Training IV 商用英文（四）			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 441
講授教師 Instructor	Yung-huei Chen			上課時間 Time	Monday 16:10~18:00
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: cleyhc@ccu.edu.tw	
助教 Teaching assistant		TBA	助教 聯絡資訊 TA contact	TBA	
先修課程 Pre-requisite courses	NA				
課程目標 Course Objective	1. develop students' business writing skills to achieve successful communications 2. adopt sample business letters from a variety of context to familiarize learners with different writing styles 3. encourage students to write effectively and confidently for a business 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 1：創新思考 LG1:Creative Thinking	
教材 Teaching materials	Composing our world				
網址 Course website	<ul style="list-style-type: none">● https://www.ets.org/toeic/ (TOEIC)● https://www.englishcurrent.com/ (pragmatics and semantics)● https://www.managementstudyguide.com/business_communication.htm (business English written communication)				
教科書/參考書 Textbooks/Reference	Composing our world				
評量方式	課堂參與	20%	出缺席 Attendance		10%

Assessment	Participation			
	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	1. Classroom activities may include lectures, peer editing, 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.		● Essay structure	Unit 10	
3.		● Body & concluding paragraph	Unit 10	
4.		● Narrations	Unit 10	
5.		● Process analysis	Unit 11	
6.		● Problem solution	Unit 12	
7.		● Classification	Unit 13	
8.		● Comparison contrast	Unit 14	
9.		Midterm	Midterm	
10.		● Cause effect	Unit 15	
11.		● Persuasion	Unit 16	
12.		● Research proposal	Unit 17	
13.		● School application	Unit 18	
14.		● Job application	Unit 19	
15.		● Job application	Unit 19	
16.		● Grammatical error	Unit 20	
17.		Review units	Review units	
18.		Final exam	Final exam	