

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 for 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	109-2 學期 2020 Spring semester	上課地點 Classroom	管院 455
講授教師 Instructor	Yung-huei Chen	上課時間 Time	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	TBA
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	● 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	1. Classroom activities may include lectures, individual presentations, group discussions, group presentations, on-line Ecourse learning, 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.		Commercial banks	Unit 1	
3.		Low-risk investment	Unit 1	
4.		High-risk investment	Unit 1	
5.		Marketing mix	Unit 2	
6.		Character marketing	Unit 2	
7.		Private branding	Unit 2	
8.		Review chapters	Unit 1-2	
9.		Midterm	Midterm	
10.		Recruitment	Unit 3	
11.		Selection	Unit 3	
12.		Training	Unit 3	
13.		Manufacturing process	Unit 4	
14.		Logistics management	Unit 4	
15.		Environmental and public safety issues	Unit 4	
16.		Review chapters	Unit 3-4	
17.		Presentation	Unit 1-8	
18.		Final	Final	