

Syllabus: Applied Language Studies Program

Program of English for Specific Purposes, 2021 Spring

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	2021 Spring (Feb. 22, 2021~June 25, 2021)	上課時間及地點 Class Hours & Room	13:10~16:00 Tue 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 Wed (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 purpose	
High-intermediate (CEFR B2-C1)	★	Reading & Writing	★	English for Specific purpose	★
Advanced (CEFR C1-C2)		Business vocabulary & usage	★	English for General purpose	
		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. (2011)	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	30%
5	Final project	期末呈現發表	10%

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

	This course will help students...	本課程將幫助學生...
1	enlarge knowledge across different business fields	培養商管領域之相關背景知識
2	develop career skills in the working world	培養商務場合社交溝通技巧
3	develop business case study discussion skills	培養商務個案討論技巧

6. Learning Outcomes/學習成效

	By the end of the semester, course takers will be able to...	修完本堂課，修課者將學會...
1	gain business knowledge through spoken and written texts	經由大量聽力閱讀文本涉獵多元且最新的商管領域主題
2	apply a wide range of words and expressions for different business situations	應用多元商管字彙與用語於不同商務情境
3	develop essential dialogic interaction skills for business purposes, including telephoning, pitches and presentations, and meeting talks	應用商務場合所需之口語互動言談技巧，包含電話溝通、商務發表、會議討論等等
4	integrate business communication skills in both spoken and written forms to analyze and report business cases	整合商務口說和寫作溝通技巧進行個案分析與討論

7. Course Schedule & Topics/課程大綱（每週進度與主題）

Week	Date	Topics	主題
1	2/23	Course Introduction Placement Test	課程介紹 檢核測驗
2	3/2	Unit 1: Communication	單元一：溝通技巧
3	3/9	Unit 2: International marketing	單元二：國際行銷
4	3/16	Unit 3: Building relationships	單元三：建立關係
5	3/23	Unit 4: Success	單元四：成功絕非偶然
6	3/30	Unit 5: Job satisfaction	單元五：職業成就感
7	4/6	Holiday	校際活動（停課）
8	4/13	Unit 6: Risk	單元六：決策風險
9	4/20	Mid-term	期中考試
10	4/27	Unit 7: Management styles	單元七：管理風格
11	5/4	Unit 8: Team building	單元八：建立團隊
12	5/11	Unit 9: Raising finance	單元九：資金籌措
13	5/18	Unit 10: Customer service	單元十：客戶服務
14	5/25	Unit 11: Crisis management	單元十一：危機管理
15	6/1	Unit 12: Mergers and acquisitions English Proficiency Test	單元十二：企業併購 英語能力會考
16	6/8	Unit 12: Mergers and acquisitions	單元十二：企業併購
17	6/15	Final Project Presentation	成果呈現
18	6/22	Final Exam	期末考試

*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（第一週上課前預習）

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	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。
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	important. The final score will be impacted by each absence. No make-up for weekly quizzes.	
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。

“Success is simple. Do what’s right, the right way, at the right time.” Arnold Glasow