

Syllabus: Applied Language Studies Program

Program of English for Academic Purposes, 2022 Spring

Center for Language Studies, National Chung Cheng University

課程名稱 Course Title	English Business Communication Integrated Skills High-intermediate (II) 進階英文商務整合 (二)	授課教師 Instructor	Lee, Chia-Chia 李佳家
課程# Course #	1903416-01	聯繫郵件 E-mail	clcjil[at]ccu.edu.tw
學期 Semester	2020 Spring (Feb. 01, 2022~June. 17, 2022)	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 Wed (or by appointment in advance)
課程網頁	http://ecourse.ccu.edu.tw/ (Ecourse 課程平台) http://cls.ccu.edu.tw/ (CLS website, 語言中心網頁)	Course Level (中階)	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。
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
Intelligent Business Upper-Intermediate	Tonya T. & Graham T (2012)	Pearson Education Limited

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

	After completing the course, learners will	修完本課程後，學習者將能
1	develop career skills in the working world	培養多元商務情境溝通技巧
2	develop problem solving skills for business cases	培養商務情境個案討論及問題解決技巧

6. Learning Outcomes/學習成效

	By the end of the semester, learners will be able to...	修完本堂課，學習者將培養
1	develop business concepts.	商務領域之相關背景知識
2	enhance learning and comprehension of business articles	商務領域文章的學習與理解
3	learn and use vocabulary and expressions in business	商務領域之字彙及用語能力
4	develop problem-solving skills for business cases.	商務情境個案討論及發表所需之溝通技巧
5	develop business correspondence skills.	商務寫作溝通技巧

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

Week	Date	Topics	主題
1	2/17	Course Introduction Placement Test	課程介紹 檢核測驗
2	2/24	Unit 1: Alliance	單元一：策略聯盟
3	3/3	Unit 1: Alliance	單元一：策略聯盟
4	3/10	Unit 2: Projects	單元二：專案管理
5	3/17	Unit 3: Teamworking	單元三：團隊合作
6	3/24	Unit 4: Information	單元四：資訊管理
7	3/31	Unit 5: Technology	單元五：科技發展
8	4/7	Unit 6: Advertising	單元六：廣告行銷
9	4/14	Mid-term	期中考
10	4/21	Unit 7: Law	單元七：法律
11	4/28	Unit 8: Brands	單元八：企業品牌
12	5/05	Unit 9: Investment Unit 10: Energy	單元九：投資 單元十：能源產業
13	5/12	Unit 11: Going public Unit 12: Competition	單元十一：上市 單元十二：市場競爭
14	5/19	Unit 13: Banking	單元十三：銀行業
15	5/26	English Proficiency Test	英語能力會考
16	6/02	Unit 14: Training	單元十四：人力訓練
17	6/09	Final Presentation	成果呈現
18	6/16	Final Exam	期末考

*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（第一週上課前先預習）

Websites	Links
• Business English Pod	http://www.businessenglishpod.com/category/vocabulary/
• Financial Times	http://www.ft.com/
• Business Insider	202 https://www.businessinsider.com/

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。

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