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世新大學一〇九學年度第一學期 課程大綱 Course Description First 2020					
科目名稱 Course Title	商業英文(一) Business English I			課程簡碼 Course No.	DBA-212-01-C1
開課系級 Dept	企管(進)一甲	學分數 Credit(s)	3	時數 Hour(s)	3
選別 Required or Elective	7-選修	開課別 Duration	半年 第一學期		
授課教師 Instructor	王美慧				
扣考規定 Attendance Policy	不執行扣考 Attendance not compulsory				
中文課程概要 Chinese Course Description	透過針對多益考試所進行的課程安排，並因應多益新制的實施，希望學生可以在課堂中習得答題的技巧，授課教師也會針對各類題型在課堂中進行介紹，以增進學生英文的聽說讀寫能力。				
英文課程概要 English Course Description	acquire the vocabulary and expressions for business communication. To learn to discuss business and economic topics in acceptable English. To learn to write resume, business letters, memos, and email.				
基本核心能力 / 系 核心能力 Core Competency	核心能力	核心能力說明			
	人際溝通協調能力	(1)培養專業經理人所需的人際間書面表達與溝通能力 (2)培養專業經理人所需的人際間口語表達與協調能力			
	創意思考與問題分析能力	(1)培養專業經理人所需的創意解決問題能力 (2)培養專業經理人所需的擴散思考與聚斂思考能力 (3)培養專業經理人所需的資料收集與問題分析能力 100年11月15日系課程會議「創意思考與分析能力」更名「創意思考與問題分析能力」			
	管理技術應用能力	(1)培養專業經理人所需的基本管理知識與技術 (2)培養專業經理人所需運用管理知識與技術於實際管理情境的能力			
	多元文化適應能力	(1)培養專業經理人所需的多元文化素養與視野 (2)培養專業經理人所需的開放心態與尊重多元觀點的能力 (3)培養專業經理人所需與多元文化團隊成員合作的能力			
『註:該課程之核心能力以紅色表示.』					
教學目標 Course Objectives	After completing the course, the students will be able to : 1. Pronounce English correctly 2. Build up more English vocabularies and idioms 3. Comprehend oral business English 4. Express their ideas properly in different conversational situations 5. Use intermediate level grammar in their writing competence				
授課方式 Approach to Instruction	Using activities to create an atmosphere of fun and enthusiasm that infuses all aspects of learning. In class, I use positive reinforcement to guide students in making correct responses in a "real" situation. I believe if students can meet success with the activities, they will be motivated to want to learn more. They will be excited and eager to participate.				
成績評定	(一)期中考試：筆試25%				

Grading	(二)平時成績：50% (含出勤平時考試及作業) (三)期末考試：筆試25%
參考書目 Textbooks and References	1.ESL : Online Textbooks 2.Lane's English as a Second Language by Richard R. Lane, Ph.D. 3. http://www.examenglish.com/TOEIC/ Free Practice Tests for learners of English 4. http://www.examenglish.com/TOEIC/TOEIC_books.htm Free Practice Tests for learners of English
週次 Week	進度內容 Syllabus
1(9/13~9/19)	課程介紹 Course introduction and ethical education 商用英文書信第一章 商用信函的格式 The format of a business letter
2(9/20~9/26)	Theme topic 事業經營business management 如何成功經營企業 How to manage an enterprise successfully 以 Richard Branson為例 商用英文書信第一章 商用信函的格式 The format of a business letter
3(9/27~10/03)	Theme topic 事業經營business management 如何成功經營企業 How to manage an enterprise successfully 以 Richard Branson為例 商用英文書信第一章 商用信函的格式 The format of a business letter
4(10/04~10/10)	Theme Topic: 企業功能business function 以 Richard Branson為例 商用英文書信第一章 商用信函的起始和結尾 Chapter 1 the introduction to business correspondence
5(10/11~10/17)	Theme Topic: 企業功能business function 以 Richard Branson為例 商用英文書信第一章 商用信函的起始和結尾 Chapter 1 the introduction to business correspondence
6(10/18~10/24)	Theme topic: Making a public announcement 商用英文書信第二章 如何下主旨 How to give a subject for a letter
7(10/25~10/31)	Theme topic: Making a public announcement 商用英文書信第二章 如何下主旨 How to give a subject for a letter
8(11/01~11/07)	Theme topic: Booking a hotel room 商用英文書信第二章

	常用句型練習 I would be pleased if we could.../I would be grateful if you could...
9(11/08~11/14)	期中考試
10(11/15~11/21)	Theme topic: Booking a hotel room 商用英文書信第二章 常用句型練習 I would be pleased if we could.../I would be grateful if you could...
11(11/22~11/28)	Theme topic:: Mergers and acquisitions 併購 商用英文書信第三章 Ordering Supplies 下訂單
12(11/29~12/05)	Theme topic:: Mergers and acquisitions 併購 商用英文書信第三章 Ordering Supplies 下訂單
13(12/06~12/12)	Theme topic : 開拓市場 expanding into a new market 商用英文書信第三章 Confirming an Order 確認訂單
14(12/13~12/19)	Theme topic : 開拓市場 Expanding into a new market 商用英文書信第三章 Confirming an Order 確認訂單
15(12/20~12/26)	Theme topic: Product Variety and Demand Uncertainty 產品多樣化及不確定性需求 商用英文書信第四章 Giving news 告知 How to give good news
16(12/27~1/02)	Theme topic: Product Variety and Demand Uncertainty 產品多樣化及不確定性需求 商用英文書信第四章 Giving news 告知 How to give bad news
17(1/03~1/09)	Theme topic: Outsourcing 外包 the contracting out of a business process to another party 商用英文書信第五章 Making an appointment Confirming an appointment Canceling an appointment Follow-up after an appointment
18(1/10~1/16)	期末考

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