朝陽科技大學 091學年度第1學期教學大綱
Business English 商用英文

當期課號	4340	Course Number	4340
授課教師	陳錦瑤	Instructor	CHEN,CHIN YAO
中文課名	商用英文	Course Name	Business English
開課單位	會計系(二日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	2	Credits	2
課程目標	在今日各種生意往來及商業場合除了中文外,英文已成爲國際商務往來的共同語言.本課程之內容及目標如下:1.商用英文書信-幫助學習者在最短時間內寫出合適的商用書信.2.商用英文會話-在VCR實況中讓學習者有機會將自己投射在實際環境中以縮短書面文字與真實情境的認知差距	Objectives	This course is designed to help students quickly write the most important business letters used today. Each unit is designed to lend itself to various activities/role plays where the students can bring their personal experience to the situation. Those videos are the perfect way to expose students to the interpersonal side of real business world.
教材	1.Visual lecture. 2.Exemplary lecture. 3.Multidirectional.	Teaching Materials	
成績評量方式	1.Formative evaluation（Oral and informal quizzes during semester）.30% 2.Summative evaluation（Mid-term and final examinations）.30% 3.Assignments and reports.30% 4.Study attitude and attendance.10%	Grading	
教師網頁			
教學內容	The range of areas is comprehensive: 1.Setting of letters. 2.Writing letters to friends:letters arranging meetings, letters making and changing arrangements, letters following a meeting and making more plans, and so on. 3.Applying for jobs: how to write letters of application, how to reply to a letter offering an appointment. 4.Doing business--ordering goods. 5.Things that go wrong-- making complaints. 6.Writing letters to newspapers. 7.Other forms of writing:simple memoranda, short reports, notices for notice boards, for circulation and the press. 8.Meeting and the writing of minutes: preparation of the agenda, writing of minutes.	Syllabus	

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