朝陽科技大學 093學年度第2學期教學大綱
Business English 商用英文

當期課號	1394	Course Number	1394
授課教師	張志榮	Instructor	CHANG,JYH RONG
中文課名	商用英文	Course Name	Business English
開課單位	企業管理系(四日)三B	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
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 the students quickly write the most important business letters used today and 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	教科書:1.國貿商用英文實務 蒙禮慧編著 2004年9月 華立圖書 2.商業書信英語現學現用 唐林民編著 2004年6月 三思堂出版 參考書1.英文商業書信速寫手冊/The Handbook Of Quick Business Letters Third Edition Clyde A.Warden,Ph.D.&Judy F.Chen 2.現代英文商業書信/Gartside's Model Business Letters and Other Business Documents 5e	Teaching Materials	
成績評量方式	1.期中考-30% 2.期末考-35% 3.平時考.點名(出席狀況).作業.小組演練-35%	Grading	1.Mid-term Exam.-30% 2. Final Exam.-35% 3.quiz.Roll Call&Homework&Presentation-35%
教師網頁			
教學內容	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	Syllabus	This course is designed to help the students quickly write the most important business letters used today and 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.

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