朝陽科技大學 094學年度第2學期教學大綱
Business English 商用英文

當期課號	1124	Course Number	1124
授課教師	張純莉	Instructor	CHANG,CHWEN LI
中文課名	商用英文	Course Name	Business English
開課單位	企業管理系(四日)三A	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	1.New Insight into Business, Graham Tullis and Tonya Trappe, Longman 2.Company to Company, 3rd Ed., Andrew Littlejohn, Cambridge 3.Gartside's Model Business Letters & Other Business Documents, 5th ed., Shirley Taylor, Prentice Hall Oxford Dictionary of Business English Longman Dictionary of Business English	Teaching Materials	
成績評量方式	期中考 30% 期末考 30% 隨堂測驗&作業 30% 課堂參與 10%	Grading	Mid-term Exam. (30%) Final Exam. (30%) Quizzes & Assignments (30%) Participation (10%)
教師網頁			
教學內容	本課程內容包含商用英文書信格式,英文應徵函及履歷表,英文面試技巧,商務email書寫,商業英文書報閱讀,以及其他與國際商業活動相關的英文等，以提升學生在全球化職場的就業競爭力,並幫助學生準備國際商用英文檢定測驗,如多益(TOEIC)和LCCI等.	Syllabus	PartI: Letter Layout Parts of a Letter Letter Styles Part II: Employment Application Letter Resume Job Interview Part III: Business Activities Retailing Franchising International Business Style Banking The Stock Market Import Export Company Performance

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