朝陽科技大學 096學年度第2學期教學大綱
Business English 商用英文

當期課號	1196	Course Number	1196
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	Textbook: Business Objectives(2006, new edition), Vicki Hollett, Oxford University Press. Other Materials: 1. Communication for Business, A Practical Approach, 4th Ed., Shirley Taylor, Pearson/Longman. 2. Essentials of Business Communication, 5th Ed., Mary Ellen Guffey, South-Western College Publishing. 3. Gartside's Model Business Letters & Other Business Documents, 5th ed., Shirley Taylor, Prentice Hall. 4. Oxford Dictionary of Business English 5. Longman Dictionary of Business English	Teaching Materials	Textbook: Business Objectives(2006, new edition), Vicki Hollett, Oxford University Press. Other Materials: 1. Communication for Business, A Practical Approach, 4th Ed., Shirley Taylor, Pearson/Longman. 2. Essentials of Business Communication, 5th Ed., Mary Ellen Guffey, South-Western College Publishing. 3. Gartside's Model Business Letters & Other Business Documents, 5th ed., Shirley Taylor, Prentice Hall. 4. Oxford Dictionary of Business English 5. Longman Dictionary of Business English
成績評量方式	Mid-term Exam. (20%) Final Exam. (20%) Quizzes & Assignments (40%) Participation (20%)	Grading	Mid-term Exam. (20%) Final Exam. (20%) Quizzes & Assignments (40%) Participation (20%)
教師網頁			
教學內容	This course aims to develop communication skills needed by those preparing for, or who are already in, a business or management position. In this course, students should be trained to be able to type good business letter, nice-pictured and correct, by knowing well about the essentials and letter mechanics. This course is also designed to bring the real world of international business into the languages teaching classroom. Throughout the course students are encouraged to use their own experience and opinions in order to maximize involvement and learning. This course also provides excellent practice for major Business English examinations such as TOEIC. Upon completion of this course, students will be able to:	Syllabus	This course aims to develop communication skills needed by those preparing for, or who are already in, a business or management position. In this course, students should be trained to be able to type good business letter, nice-pictured and correct, by knowing well about the essentials and letter mechanics. This course is also designed to bring the real world of international business into the languages teaching classroom. Throughout the course students are encouraged to use their own experience and opinions in order to maximize involvement and learning. This course also provides excellent practice for major Business English examinations such as TOEIC. Upon completion of this course, students will be able to:

	1. Appropriately use introductory business related vocabulary and concepts necessary for success in further study or the workplace. 2. Gain the necessary language skills to function within an English-speaking business environment. 3. Speak with increased confidence in business or other meetings.		1. Appropriately use introductory business related vocabulary and concepts necessary for success in further study or the workplace. 2. Gain the necessary language skills to function within an English-speaking business environment. 3. Speak with increased confidence in business or other meetings.

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