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

當期課號	2292	Course Number	2292
授課教師	鐘玉芳	Instructor	CHUNG,YU FANG
中文課名	商業英文	Course Name	Business English
開課單位	資訊管理系(四日)二C	Department	
修習別	必修	Required/Elective	Required
學分數	2	Credits	2
課程目標	本課程之對象爲以英文爲第二語言之學生，培養其在職場中閱讀及撰寫商業英文的能力。課程中的各個單元針對工作場合中經常接觸到的各類英文文件及英文訊息，使學生能輕鬆閱讀商業英文，並有能力撰寫各類專業之商業英文訊息。	Objectives	This course is designed to provide students of English as a Second Language with the language skills to help them interact effectively with colleagues in the workplace. Each unit has one or more topics which everyone faces at work. The course focuses mainly on reading and writing business documents and messages.
教材	《商用英文》，高立圖書。 張誠英，Clare Missin, 陳志的編著。	Teaching Materials	
成績評量方式	期中考 30 % 期末考 30 % 出席 10 % 作業 30 %	Grading	Midterm Examination: 30% Final Examination: 30% Class Participation: 10% Quiz: 30%
教師網頁	ftp://140.128.198.34		
教學內容	1. 貿易實務流程與基礎 2. 英文文法結構與句型 3. 商用英文書信格式暨相關應用 4. 營業通告 5. 雜誌廣告 6. 推銷信 7. 邀請參觀展覽會 8. 詢問函 9. 回覆詢問函 10. 各種社交信 11. 求　職 12. 訂　貨	Syllabus	1. Procedure and Basis in Business Activities 2. English Grammar 3. Written Form in Business Activities and its Application 4. Business Advertisement 5. Journal Advertisement 6. Marketing Letter 7. Invitation Letter to an Exhibition 8. Inquiry Letter 9. Response to an inquiry 10.Various social Letters 11.Application for a Post 12.To Order Goods

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