# 朝陽科技大學 097學年度第1學期教學大綱
# Readings in Business English 商用英文閱讀

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| 當期課號 | 2288 | Course Number | 2288 |
| 授課教師 | 薛珍華 | Instructor | HSUEH,CHEN HUA |
| 中文課名 | 商用英文閱讀 | Course Name | Readings in Business English |
| 開課單位 | 應用外語系(四日)二A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程設計以實際國際企業之英文個案作分析討論研究，以英語口頭報告之方式來進行討論，增強同學以英文作商業管理邏輯思考能力，強調以理論爲基礎來思考出自看法與意見，以期在未來工作上作出正確的商業決定。另強調以英語直接溝通商業管理問題之能力，強化同學英語溝通及討論之實力。 | Objectives | This course is designed to use the real business cases to analyze, to discuss and to organize the managerial knowledge. We try to build up the English environment to think logically and to express correctly. English presentation and free discussion are our instruments. The focus of this class is to establish the learner"s ability of making the correct and the suitable business decisions. |
| 教材 | 1. Textbook - Business Letters For All, Oxford University Press<br>2. Extra reading materials | Teaching Materials | 1. Textbook - Business Letters For All, Oxford University Press<br>2. Extra reading materials |
| 成績評量方式 | 報告25%<br>期中25%<br>期末25%<br>平時與作業25% | Grading | Presentations and reports：25%<br>Mid-term：25%<br>Final：25%<br>Attendance and assignments：25% |
| 教師網頁 | | | |
| 教學內容 | 本課程內容分爲三個部份：（1）認識企業–藉閱讀文章來認識全球指標性企業之組織、運作、特性。（2）書信閱讀–閱讀商業文書以理解商場上之溝通內容與模式。（3）新聞閱讀–藉由時事來了解現代商務的運作。<br><br>修課學生必須以英語表達對於事件的看法，強化溝通及討論之實力，並培養解決問題的能力以及國際性的視野。 | Syllabus | This course consists of three parts：（1）Knowing Enterprises in which students are expected to read articles about global businesses to understand their organization, operation and characteristics；（2）Correspondence Reading in which students will read business letters and learn the way they are written；（3）News Reading in which students are expected to understand more about modern businesses by reading news.<br><br>Besides reading, students need to learn how to express themselves, communicate, and discuss things with people in English. In this way, not only their ability of problem solving but also the global vision can be cultivated. |

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