# 朝陽科技大學 097學年度第2學期教學大綱
# Business English 商用英文

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| **當期課號** | 1224 | **Course Number** | 1224 |
| **授課教師** | 吳舜華 | **Instructor** | WU,SHUN HUA |
| **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** | Office files | **Teaching Materials** | Office files |
| **成績評量方式** | 期中 30%<br>期末 30%<br>報告&課堂參與40% | **Grading** | Mid-term 30%<br>Final 30%<br>presentation and participation 40% |
| **教師網頁** | _ | | |
| **教學內容** | 每週的課程進度大概1-2個單元,除此之外學生必須針對每週的單元課程參與小組討論或報告 | **Syllabus** | One to two units will be instructed in each week. In the meanwhile, students will be challenged with tasks or related questions for group discussion. |

尊重智慧財產權，請勿非法影印。