# 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 | 1234 | **Course Number** | 1234 |
| 授課教師 | 吳□倫 | **Instructor** | WU,CHIEH LUN |
| 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 | main text book:<br>Riches,S.& Sailors,G.R.J, Practical English for business situaions,LiveABC Interactive Corporation<br>additional reading:<br>Website of BBC Learning English, http://www.bbc.co.uk/worldservice/learningenglish/ | **Teaching Materials** | main text book:<br>Riches,S.& Sailors,G.R.J, Practical English for business situaions,LiveABC Interactive Corporation<br>additional reading:<br>Website of BBC Learning English, http://www.bbc.co.uk/worldservice/learningenglish/ |
| 成績評量方式 | 1. individual & group assignments(50%)<br>2. participation(20%)<br>3. mid-term exam(10%)<br>4. final exam(20%) | **Grading** | 1. individual & group assignments(50%)<br>2. participation(20%)<br>3. mid-term exam(10%)<br>4. final exam(20%) |
| 教師網頁 | - | | |
| 教學內容 | 教學內容以商用英文爲核心，並涵蓋各種時事商業活動題材，著重趣味化、生活化、及實用化的題材，以強化商務英語口語基礎。課程以一系統性引導學生，使其在未來能更有效地運用本學科。爲使活潑課程及更深入瞭解英系國家文化，本課程將穿插基本國際禮儀及當地風俗民情介紹。教學進度以學員學習程度彈性調整。 | **Syllabus** | The course not only focuses on Business English, but other contemporary English journalism. Hope using hand-picked materials can train and influence the students Business English skills. Otherwise, guide you to understand business and workplace etiquette and help you avoid embarrassment as well as to hope you fully experience the culture of your global work environment. |

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