朝陽科技大學 097學年度第2學期教學大綱
Business English Communication Skills 商務英文溝通技巧

當期課號	1241	Course Number	1241
授課教師	張純莉	Instructor	CHANG,CHWEN LI
中文課名	商務英文溝通技巧	Course Name	Business English Communication Skills
開課單位	企業管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程旨在培養學生在全球化的商業環境中，運用其英文的基礎於職場上作有效溝通。課程內容包括英文商務簡報技巧、談判技巧、會議英文、英文面談、英文商業報告的格式與技巧等,並加入文化差異的議題，提昇學生國際觀。透過課堂上的角色扮演及活動演練，有效增進學生職場上的外語溝通能力。	Objectives	This course aims to develop communication skills needed by those preparing for, or who are already in, a business or management position. It will equip students with the English language skills typically required within a business context. The focus will be placed on relevant business communication skills, focusing primarily on English language but including some technical communication skills. Students will be assessed on their ability to successfully undertake authentic tasks.
教材	Recommended Books: 1. Essentials of Business Communication, 5th ed., Mary Ellen Guffey, South-Western College Publishing. 2. Model Business Letters, E-mails & Other Business Documents, 6th ed., Shirley Taylor, Prentice Hall. 3. Oxford Dictionary of Business English 4. Longman Dictionary of Business English	Teaching Materials	Recommended Books: 1. Essentials of Business Communication, 5th ed., Mary Ellen Guffey, South-Western College Publishing. 2. Model Business Letters, E-mails & Other Business Documents, 6th ed., Shirley Taylor, Prentice Hall. 3. Oxford Dictionary of Business English 4. Longman Dictionary of Business English
成績評量方式	Quizzes & Assignments (50%) Mid-term Presentation (30%) Participation (20%)	Grading	Quizzes & Assignments (50%) Mid-term Presentation (30%) Participation (20%)
教師網頁	_		
教學內容	本課程內容包括英文商務簡報技巧、商務email書寫、會議英文、英文面談、接待英文、談判英文、英文商業報告的格式與技巧等,並加入文化差異的議題，提昇學生國際觀。透過課堂上的角色扮演及活動演練，有效增進學生在國際化職場上的外語溝通能力,並幫助學生準備商業英文檢定考試,如多益TOEIC、LCCI等.	Syllabus	1.Writing reports and proposals within a business context. 2.Practicing formal and informal conversations (including telephone conversations) within a business context. 3.Giving basic oral presentations within a business context and using aids such as visuals and PowerPoint presentations 4. Attending conferences 5. Negotiation skills

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