朝陽科技大學 098學年度第1學期教學大綱
Commercial English Writing 商用英文寫作

當期課號	2383	Course Number	2383
授課教師	陳妍延	Instructor	Chen,Yan Yan
中文課名	商用英文寫作	Course Name	Commercial English Writing
開課單位	應用外語系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	學生必需學習到如何書寫英文履歷表，應徵信函，自傳，以及正式的商業公文書信等。	Objectives	Students will learn to write English resumes, cover letters, and autobiographies, as well as formal business letters.
教材	Andrea B. Greffner, How to Write Better Business Letters, 4th Edition, Barron's	Teaching Materials	Andrea B. Greffner, How to Write Better Business Letters, 4th Edition, Barron's
成績評量方式	期中考 (20%) 報告 (40%) 作業 (20%) 小考與出席 (20%)	Grading	Each student in this class is expected to do "A" work. Midterm Exam (20%) Term Project (40%) In Calss or Homework Assignments (20%) Quizzes and Participation (20%)
教師網頁			
教學內容	在今天高度競爭的工作市場裡，你的履歷就是你的廣告，你的履歷就是你的行銷工具，你的產品就是你自己。 本課程利用十二個簡易步驟教你製作出完美亮眼的履歷和應徵信函，並且教你製作吸引人的自傳，最後本課程教你如何書寫有效的商業書信和專業的電子信函。	Syllabus	In today's ultracompetitive job market, your resume needs the right edge to stand out among a sea of applicants. Your resume has a lot in common with professional advertising. It is a marketing tool. The product that you are selling is yourself, your background, and career skills. YanYan shows you how to write that perfect resume, using a 12-step approach. You will learn how to summarize and advertize your skills, achievements, and background clearly and concisely. You will create a truly eye-catching resume that is easy to read. You will also learn to write a dynamic and customized cover letter. You will make the most of your computer and write an autobiography with key words that help you get noticed. Furthermore, YanYan shows you how to write effective business letters and teaches you to communicate professionally on the Internet.

尊重智慧財產權，請勿非法影印。